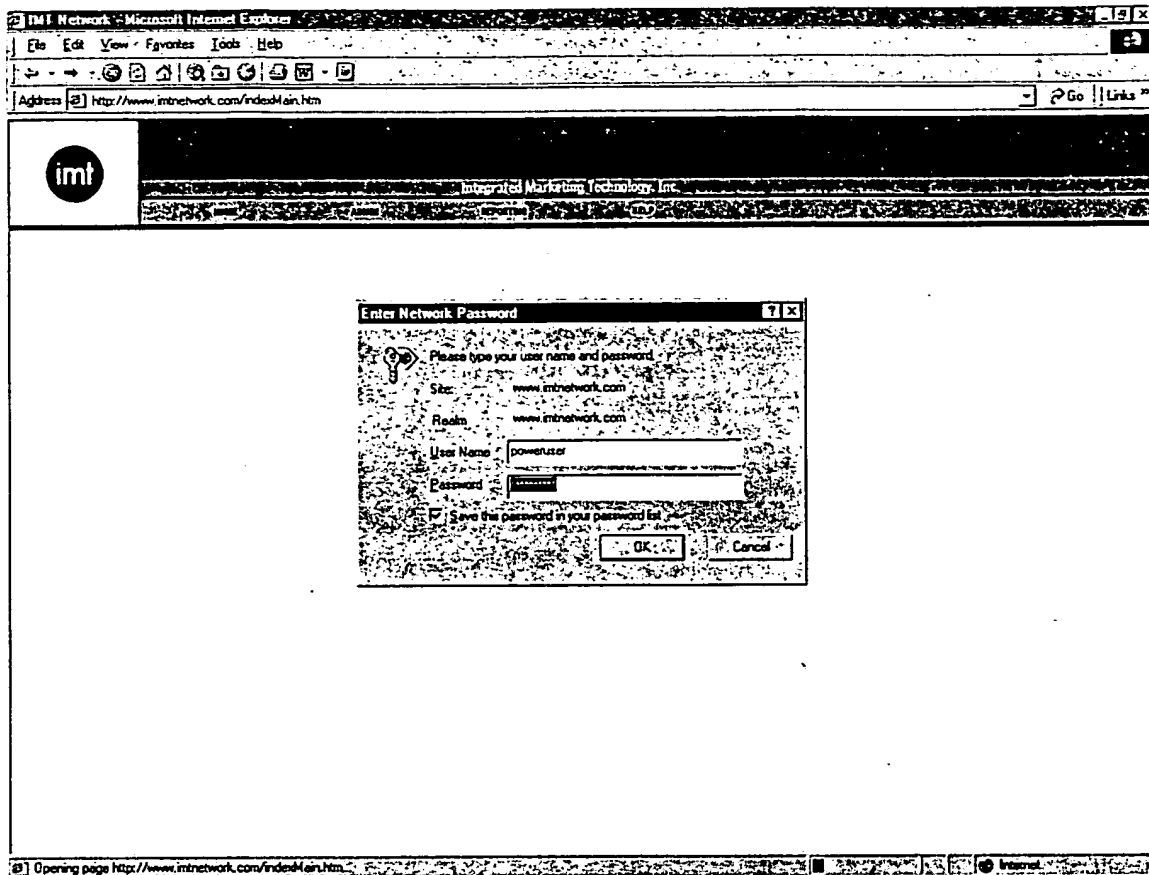
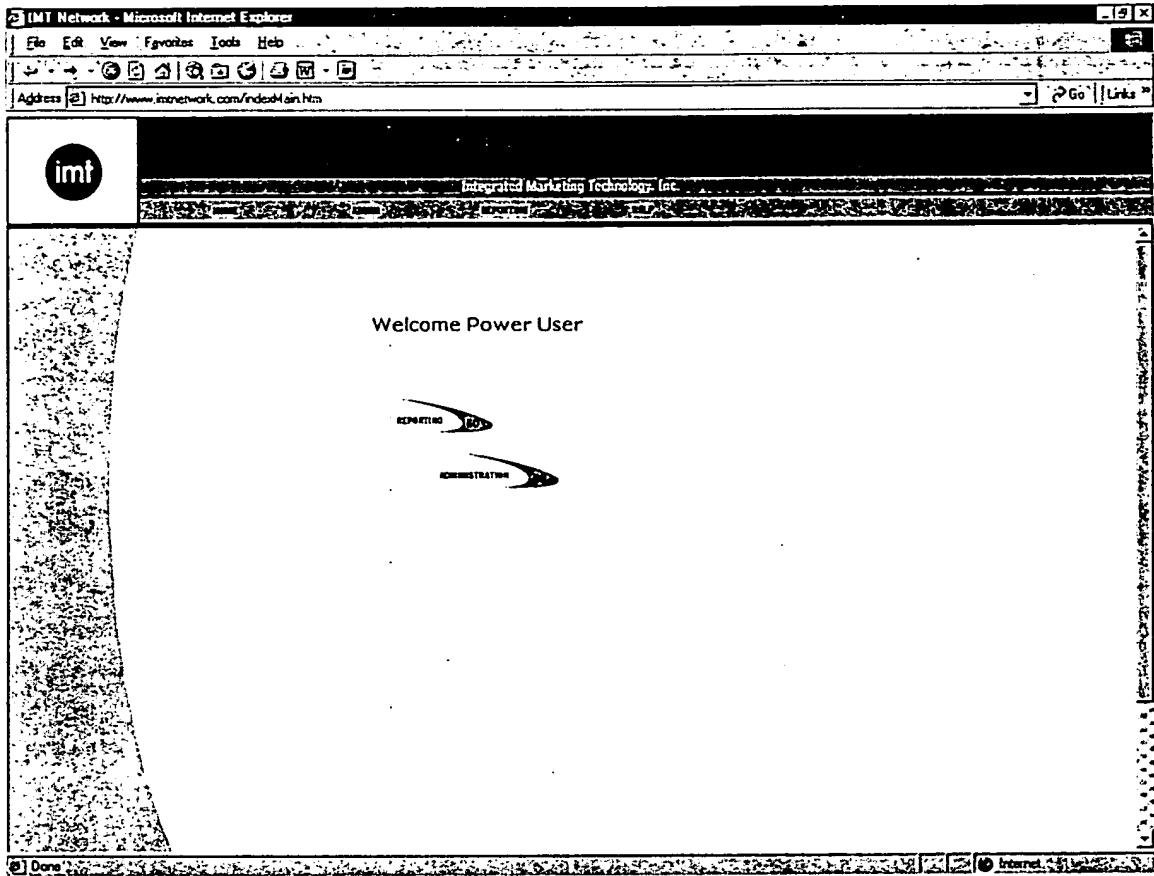


Description: This page presents a user logon dialog box requiring a valid username and password in order to gain access to the application server.



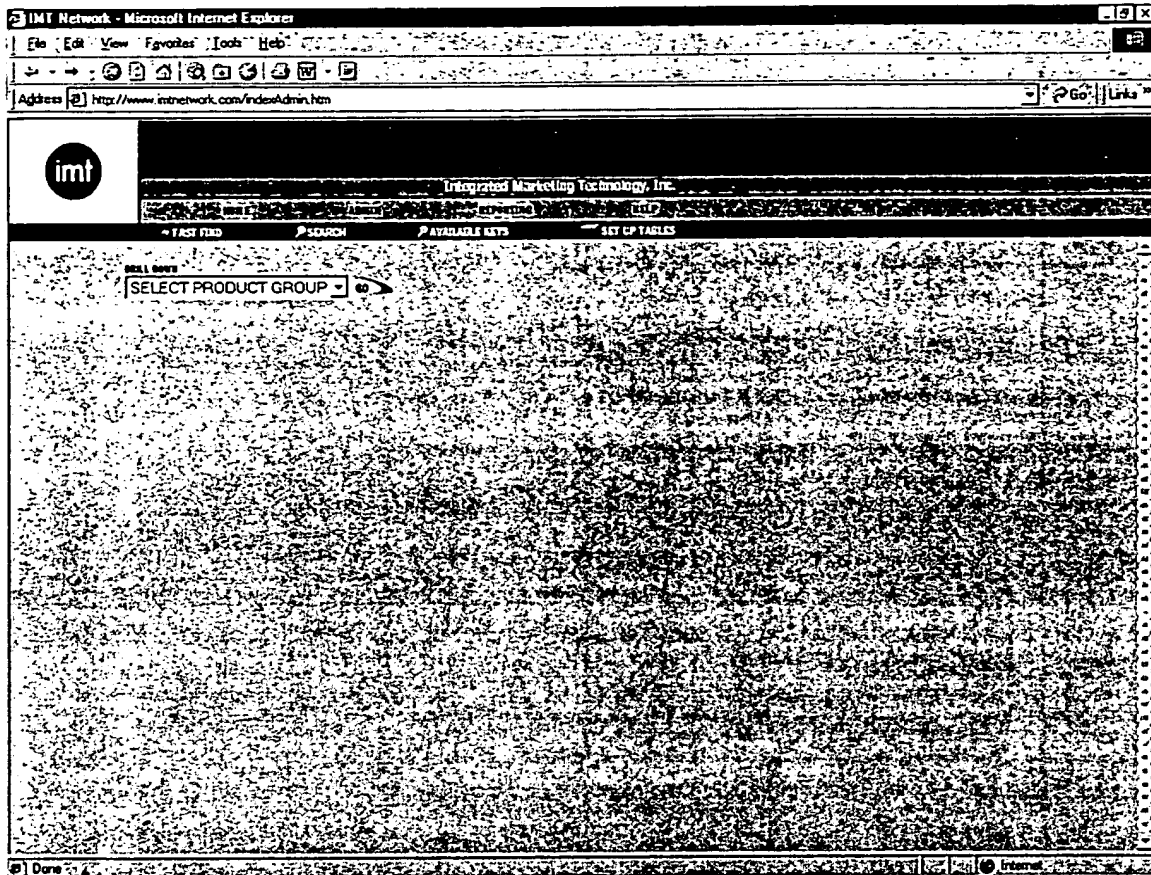
welcome.asp

Description: This page provides a user welcome message and offers an option to choose either administrative functions or reporting functions.



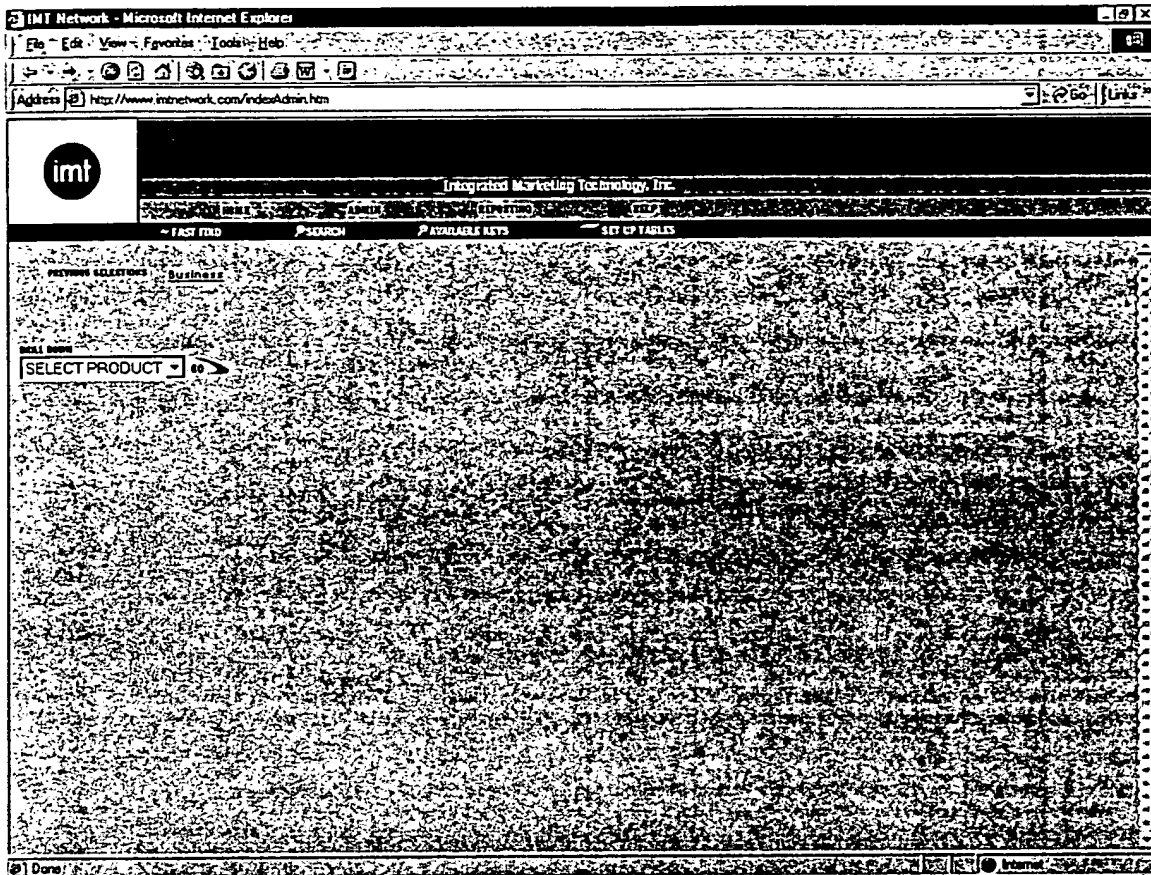
### admin1a.asp

Description: This page provides a user the ability to choose a **product group** for administration. A **product group** is defined in the **corp\_info** database table. A **product group** is a grouping in IMT's proprietary administrative hierarchy.



admin2a.asp

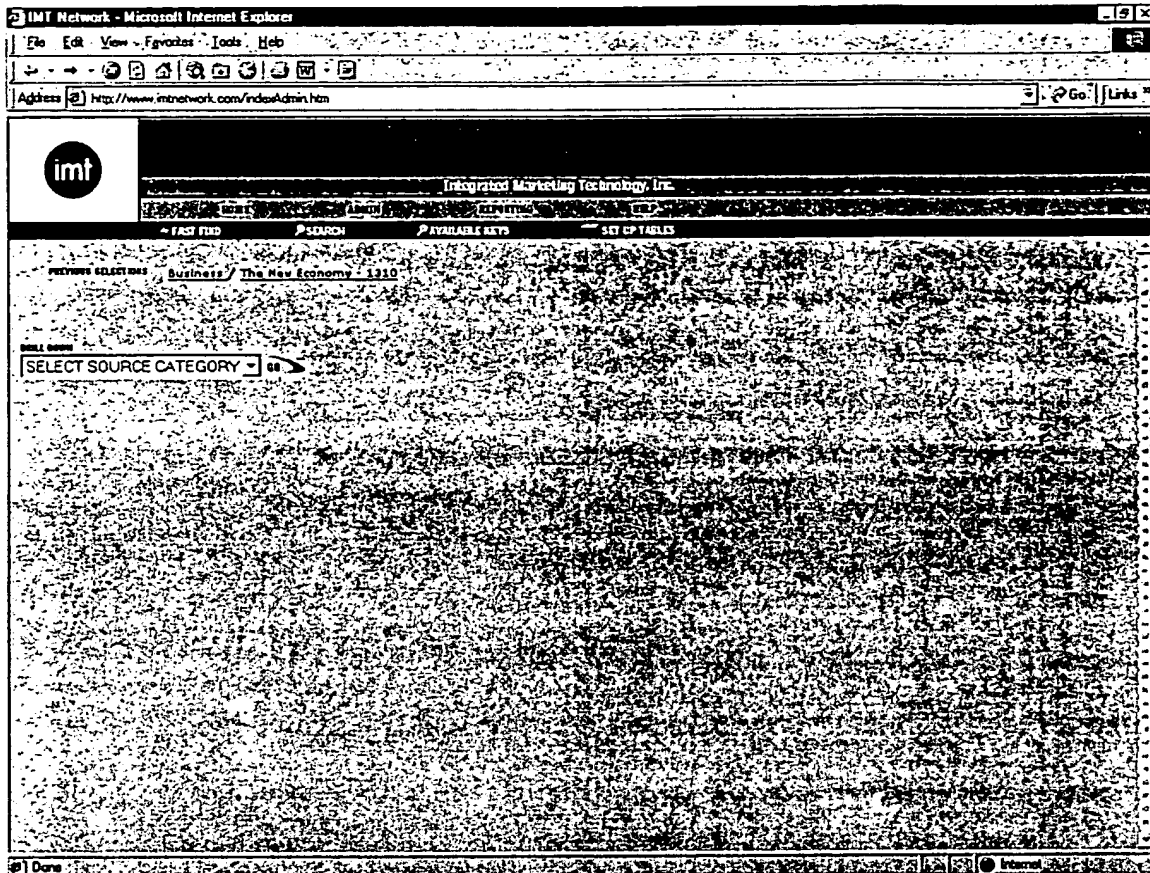
Description: This page provides a user the ability to choose a product for administration. A product is defined in the corp\_info database table. A product is a grouping in IMT's proprietary administrative hierarchy.





### admin3a.asp

Description: This page provides a user the ability to choose a source category for administration. A source category is defined in the src\_category database table. A source category is a grouping in IMT's proprietary administrative hierarchy.



### admin4a.asp

Description: This page provides a user the ability to administer source records in the source database table. A source is a grouping in IMT's proprietary administrative hierarchy. Administration is the adding, editing or deleting of records in a specific database table.

IMT Network - Microsoft Internet Explorer

File Edit View Favorites Tools Help

Address http://www.imtnetwork.com/indexAdmin.htm

imt

Integrated Marketing Technology, Inc.

FAST FIND SEARCH AVAILABLE LISTS SET UP TABLES

PREVIOUS SELECTIONS Business / The New Economy 1210 / DTD

WELL DONE

SELECT SOURCE GO

ADD NEW

SOURCE NAME	SOURCE INDICATOR
Direct Mail	0
Insert Cards	4
Internet	8

Done

## admin5a.asp

Description: This page provides a user the ability to administer campaign records in the campaigns database table. A campaign is a grouping in IMT's proprietary administrative hierarchy. Administration is the adding, editing or deleting of records in a specific database table.

IMT Network - Microsoft Internet Explorer

File Edit View Favorites Tools Help

Address http://www.imtnetwork.com/indexAdmin.htm

imt Integrated Marketing Technology, Inc.

FAST ID SEARCH AVAILABLE ADS SET UP TABLES

PERFORM COLLECTIONS Business / The New Economy - 1310 / DTP / Direct Mail

SELECT CAMPAIGN

Show Group Edit

Check/Uncheck Add Edit Copy Delete

CAMPAIGN NAME	CAMPAIGN DATE	CAMPAIGN TYPE	CAMPAIGN STATUS	EXPENSE SET	REVENUE SET	BUDGETED GROSS PCT	BUDGETED VOLUME
2000-06 DM	6/13/2000	2000 Summer	Active	DM 2000-06 Control	Direct Mail Test Set		
2000-03 DM	2/28/2000	2000 Spring	Active	DM 2000-03 Control	Undefined		
1999-12 DM	12/17/1999	Undefined	Closed	DM 1999-12 Control	Undefined		
1999-06 DM	6/1/1999	Undefined	Closed	DM 1999-06 Control	Undefined		

Done

## admin6a.asp

Description: This page provides a user the ability to administer panel records in the panels database table. A panel is a grouping in IMT's proprietary administrative hierarchy. Administration is the adding, editing or deleting of records in a specific database table.

IMT Network - Microsoft Internet Explorer

File Edit View Favorites Tools Help

Address http://www.imtnetwork.com/indexAdmin.htm

imt Integrated Marketing Technology, Inc.

FAST FIND SEARCH AVAILABLE LISTS SET UP TABLES

PREVIOUS COLLECTIONS Business / The New Economy - 1210 / DTP / Direct Mail / 2000-06 DM

SELECT PANEL

Show Group Edit

Check/Uncheck Add Edit Copy Delete

	PANEL NAME	PANEL DATE START	PANEL TYPE	SUBTYPE	TEST TYPE	PACKAGE	EXPENSE SET	REVENUE SET
<input type="checkbox"/>	01. Continuations - 26/\$12		Continuations	Undefined	Control	5 x 11-1/2 Silver package	DM 2000-06 Control	Direct Mail Test Set
<input type="checkbox"/>	02. Retests - 26/\$12		Retests	Undefined	List Test	5 x 11-1/2 Silver package	DM 2000-06 Control	Direct Mail Test Set
<input type="checkbox"/>	03. List Refinements - 26/\$12		List Tests	Undefined	List Test	5 x 11-1/2 Silver package	DM 2000-06 Control	Direct Mail Test Set
<input type="checkbox"/>	04. List Tests - Tier 1 - 26/\$12		List Tests	Undefined	List Test	5 x 11-1/2 Silver package	DM 2000-06 Control	Direct Mail Test Set
<input type="checkbox"/>	05. List Tests - Tier 2 - 26/\$12		List Tests	Undefined	List Test	5 x 11-1/2 Silver package	DM 2000-06 Control	Direct Mail Test Set
<input type="checkbox"/>	06. House Files - 26/\$12		House Files	Undefined	List Test	5 x 11-1/2 Silver package	DM 2000-06 Control	Direct Mail Test Set
<input type="checkbox"/>	07. Control Test A / B - 26/\$12		Package Test	Undefined	Control Test	5 x 11-1/2 Silver package	DM 2000-06 Control	Direct Mail Test Set

Done

### [adminkevleft.asp](#) / [adminkevright.asp](#)

Description: This page provides a user the ability to administer key records in the keys database table. A key is a grouping in IMT's proprietary administrative hierarchy. Administration is the adding, editing or deleting of records in a specific database table.

IMT Network - Microsoft Internet Explorer

File Edit View Favorites Tools Help

Address http://www.imtnetwork.com/indexAdmin.htm

imt Information Marketing Technology, Inc.

Filter Keys By Position SEARCH AVAILABLE KEYS SET UP TABLES

PREVIOUS SELECTIONS Business / The New Economy - 1310 / DTP / Direct Mail / 2000-04 DM / 02 Retests

26/\$12

Change Panel 02 Retests - 26/\$12

Hide Group Edit

SELECT ALL CLEAR ALL

AVAILABLE KEYS

- ☐ 0005\_04/24/2000\*
- ☐ 0019\_04/24/2000\*
- ☐ 0028\_04/24/2000\*
- ☐ 0033\_04/24/2000\*
- ☐ 0034\_04/24/2000\*
- ☐ 0046\_04/24/2000\*
- ☐ 0057\_04/24/2000\*
- ☐ 0074\_04/24/2000\*
- ☐ 0088\_04/24/2000\*
- ☐ 00AD\_04/24/2000\*
- ☐ 0107\_04/24/2000\*

KEY DESCRIPTION	MAIL QTY OVERRIDE / DRAW	NEWSSTAND SALE	RESPONSE BASED ON SALE (Y), DRAW (N)	LIST	
(No Change)	(No Change)	(No Change)	(No Change)	(No Change)	
Submit Changes					
Check/Uncheck Edit Delete					
PROMOTION KEY	KEY DESCRIPTION	MAIL QTY.	MAIL QTY. OVERRIDE/DRAW	NEWSSTAND SALE	RESP. BASED ON SALE/DRAW
<input type="checkbox"/> 08C2_20000605	thru 1/00	22002			N
<input type="checkbox"/> 08C3_20000605	thru 1/00	29019			N

Done

[adminkevleft.asp / ms\\_editkev.asp](#)

Description: This page provides a user the ability to edit key records in the keys database table. A key is a grouping in IMT's proprietary administrative hierarchy.

IMT Network - Microsoft Internet Explorer

File Edit View Favorites Tools Help

Address http://www.imtnetwork.com/indexAdmin.htm

imt Integrated Marketing Technology, Inc.

FAST FIND SEARCH AVAILABLE KEYS SET UP TABLES

Filter Keys By Position

1 2 3 4 5 6 7 8 9 10

0

Assign KEYS

SELECT ALL CLEAR ALL

AVAILABLE KEYS

- ☐ 0005\_04/24/2000\*
- ☐ 0019\_04/24/2000\*
- ☐ 0028\_04/24/2000\*
- ☐ 0032\_04/24/2000\*
- ☐ 0034\_04/24/2000\*
- ☐ 0046\_04/24/2000\*
- ☐ 0057\_04/24/2000\*
- ☐ 0074\_04/24/2000\*
- ☐ 0088\_04/24/2000\*
- ☐ 00AD\_04/24/2000\*
- ☐ 0107\_04/24/2000\*

Page 1 -- Records 1-5 of 20  
Too many records selected! First 20 shown  
[Return to Menu](#)

KEY	KEY DESCRIPTION	MAIL QTY	MAIL QTY OVERRIDE/DRAW	NEWSTAND SALE	RESPO BASED SALE OR OR (N)
OBC1_20000605		15542			N
OBCA_20000605		8886			N
OBCB_20000605		28732			N
OBCc_20000605	10/99-1/00	60562			N
OBCD_20000605	40	11730			N

Submit Changes

Done

### addsource.asp

Description: This page provides a user the ability to add source records in the source database table. A source is a grouping in IMT's proprietary administrative hierarchy.

IMT Network - Microsoft Internet Explorer

File Edit View Favorites Tools Help

Address <http://www.imtnetwork.com/indexAdmin.htm> Go Links

**imt** Integrative Marketing Technology, Inc.

HOME ADMIN REPORTS CONTACT US

FAST FIND SEARCH AVAILABLE KEYS SET UP TABLES

PREVIOUS SELECTIONS: Business / The New Economy - 1210 / DTD

ADD

SEARCH Return to Source

SOURCE NAME	SOURCE INDICATOR
SELECT SOURCE	
SELECT SOURCE	
SELECT SOURCE	
SELECT SOURCE	
SELECT SOURCE	

Done Internet

### editsource.asp

Description: This page provides a user the ability to edit source records in the source database table. A source is a grouping in IMT's proprietary administrative hierarchy.

The screenshot shows a Microsoft Internet Explorer window titled "IMT Network - Microsoft Internet Explorer". The address bar displays "http://www.imtnetwork.com/indexAdmin.htm". The page header includes the IMT logo and the text "Integrated Marketing Technology, Inc.". Below the header, there is a navigation bar with links: "HOME", "ABOUT", "CONTACT", "SOURCES", "SERVICES", "PARTNERS", "PRESS", "FAQ", "LINKS", and "SITEMAP". The main content area is titled "EDIT SOURCE" and contains a form for editing source records. The form has two fields: "SOURCE NAME" with a dropdown menu showing "Direct Mail" and "SOURCE INDICATOR" with a text input field containing "0". There are also buttons for "EDIT", "RETURN TO SOURCE", and "SAVE". The page is heavily distorted by a large, dense, black and white noise pattern that obscures most of the content.



### addcamp.asp

Description: This page provides a user the ability to add campaign records in the campaign database table. A campaign is a grouping in IMT's proprietary administrative hierarchy.

IMT Network - Microsoft Internet Explorer  
Address: http://www.imtnetwork.com/indexAdmin.htm

imt Integrated Marketing Technology, Inc.

PREVIOUS SELECTIONS: Business / The New Economy - 1310 / DTD / Direct Mail

ADD

Return to Campaign

CAMPAIGN NAME	CAMPAIGN START DATE	CAMPAIGN TYPE	CAMPAIGN STATUS	EXPENSE SET	REVENUE
		SELECT TYPE	SELECT STATUS	SELECT EXPENSE SET	SELECT REVE
		SELECT TYPE	SELECT STATUS	SELECT EXPENSE SET	SELECT REVE
		SELECT TYPE	SELECT STATUS	SELECT EXPENSE SET	SELECT REVE
		SELECT TYPE	SELECT STATUS	SELECT EXPENSE SET	SELECT REVE
		SELECT TYPE	SELECT STATUS	SELECT EXPENSE SET	SELECT REVE

Done

# ms\_editcampaign.asp

Description: This page provides a user the ability to edit campaign records in the campaigns database table. A campaign is a grouping in IMT's proprietary administrative hierarchy.

IMT Network - Microsoft Internet Explorer

File Edit View Favorites Tools Help

Address http://www.imtnetwork.com/indexAdmin.htm

imt

Integrated Marketing Technology, Inc.

FAST FIND SEARCH AVAILABLE KEYS SET UP TABLES

Page 1 -- Records 1-4 of 4

[Return to Menu](#)

Multi Edit

CAMPAIGN NAME	CAMPAIGN START DATE	CAMPAIGN TYPE	CAMPAIGN STATUS	EXPENSE SET	REVENUE SET
2000-06 DM	6/13/2000	2000 Summer	Active	DM 2000-06 Control	Direct Mail Test Set
2000-03 DM	2/28/2000	2000 Spring	Active	DM 2000-03 Control	Undefined
1999-12 DM	12/17/1999	2000 Fall	Closed	DM 1999-12 Control	Undefined
1999-06 DM	6/1/1999	2000 Fall	Closed	DM 1999-06 Control	Undefined

Done Internet

### admin5a.asp

Description: This page provides a user the ability to administer campaign records in the campaigns database table. A campaign is a grouping in IMT's proprietary administrative hierarchy. Administration is the adding, editing or deleting of records in a specific database table.

IMT Network - Microsoft Internet Explorer

File Edit View Favorites Tools Help

Address http://www.imtnetwork.com/indexAdmin.htm

**imt** Incorporated Marketing Technology, Inc.

FAST FIND SEARCH AVAILABLE KEYS SET UP TABLES

PREVIOUS SELECTIONS: Business / The New Economy - 1310 / DTD / Direct Mail

SELECT CAMPAIGN

Hide Group Edit

Group Edit

CAMPAIGN NAME	CAMPAIGN DATE	CAMPAIGN TYPE	CAMPAIGN STATUS	EXPENSE SET	REVENUE SET
(No Change)	(No Change)	(No Change)	(No Change)	(No Change)	(No Change)

Submit Changes

Check/Uncheck Add Edit Copy Delete

CAMPAIGN NAME	CAMPAIGN DATE	CAMPAIGN TYPE	CAMPAIGN STATUS	EXPENSE SET	REVENUE SET	BUDGETED GROSS PCT	BUDGETED VOLUME
<input type="checkbox"/> 2000-06 DM	4/13/2000	2000 Summer	Active	DM 2000-06 Control	Direct Mail Test Set		
<input type="checkbox"/> 2000-03 DM	2/28/2000	2000 Spring	Active	DM 2000-03 Control	Undefined		
<input type="checkbox"/> 1999-12 DM	12/17/1999	Undefined	Closed	DM 1999-12 Control	Undefined		

Done

## admin6a.asp

Description: This page provides a user the ability to administer panel records in the panels database table. A panel is a grouping in IMT's proprietary administrative hierarchy. Administration is the adding, editing or deleting of records in a specific database table.

IMT Network - Microsoft Internet Explorer

File Edit View Favorites Tools Help

Address http://www.imtnetwork.com/indexAdmin.htm

imt Integrated Marketing Technology, Inc.

SEARCH PAYABLE KEY SET UP TABLES

PREVIOUS SELECTIONS / Business / The New Economy - 1210 / DTP / Direct Mail / 2000-06 DM

SELECT PANEL

Hide Group Edit

Group Edit

PANEL NAME	PANEL DATE START	PANEL TYPE	SUBTYPE	TEST TYPE	
(No Change)	(No Change)	(No Change)	(No Change)	(No Change)	(No Change)

Submit Changes

Check/Uncheck Add Edit Copy Delete

	PANEL NAME	PANEL DATE START	PANEL TYPE	SUBTYPE	TEST TYPE	PACKAGE	EXPENSE SET	REVENUE SET
<input type="checkbox"/>	01. Continuances - 26/\$12		Continuances	Undefined	Control	3 x 11-1/2 Silver package	DM 2000-06 Control	Direct Mail Test Set
<input type="checkbox"/>	02. Retests - 26/\$12		Retests	Undefined	List Test	3 x 11-1/2 Silver package	DM 2000-06 Control	Direct Mail Test Set
<input type="checkbox"/>	03. List Refinements - 26/\$12		List Tests	Undefined	List Test	3 x 11-1/2 Silver package	DM 2000-06 Control	Direct Mail Test Set
<input type="checkbox"/>	04. List Tests - Tier 1 - 26/\$12		List Tests	Undefined	List Test	3 x 11-1/2 Silver	DM 2000-06 Control	Direct Mail Test Set

Done

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## ms\_editpanel.asp

Description: This page provides a user the ability to edit panel records in the panels database table. A panel is a grouping in IMT's proprietary administrative hierarchy.

IMT Network - Microsoft Internet Explorer

File Edit View Favorites Tools Help

Address http://www.imtnetwork.com/indexAdmin.htm

imt

Integration Marketing Technology, Inc.

~ FIRST FIELD ~ PROCESS ~ AVAILABLE EYES ~ SET UP TABLES

Page 1 -- Records 1-5 of 18

[Return to Menu](#)

PANEL NAME	PANEL DATE START	PANEL TYPE	SUBTYPE	TEST TYPE	
01. Continuations - 26/812		Continuations	Undefined	Control	5x11-1/2 Save
02. Retests - 26/812		Retests	Undefined	List Test	5x11-1/2 Save
03. List Refinements - 26/		List Tests	Undefined	List Test	5x11-1/2 Save
04. List Tests - Tier 1 - 26/		List Tests	Undefined	List Test	5x11-1/2 Save
05. List Tests - Tier 2 - 26/		List Tests	Undefined	List Test	5x11-1/2 Save

[Submit Changes](#)

Done

## drill.asp

Description: This page provides a user the ability to search for records in database tables using a drill-down interface. The drill-down interface corresponds to IMT's proprietary database hierarchy.

http://www.imtnetwork.com/imtadmin/drill.asp - Microsoft Internet Explorer

File Edit View Favorites Tools Help

Address http://www.imtnetwork.com/imtadmin/drill.asp

imt

Integrated Marketing Technology, Inc.

FAST FIND SEARCH AVAILABLE SPS SET OF TABLES

Fast Find

- Business
  - The New Economy
    - Agents
    - Billing
    - DTG
    - Direct Mail DM
      - 2000-04 DM DM
      - 01. Continuations - 26/212 DM
      - 02. Rebates - 26/212 DM
      - 03. List Refinements - 26/212 DM
      - 04. List Tests - Tier 1 - 26/212 DM
      - 05. List Tests - Tier 2 - 26/212 DM
      - 06. House Files - 26/212 DM
      - 07. Control Test A / B - 26/212 DM
      - 08. Test - URL on OC 6 letter online subs - 26/212 DM
      - 09. Test - Premium - 10 Principles - 26/212 DM
      - 10. Test - Travel Alarm - 26/212 DM
      - 11. Test - Term - 12/210 DM
      - 12. Test - Price - 26/216 DM
      - 13. Test - Price - 26/218 DM
      - 14. Test - Price - 26/219.52 DM
      - 15. Test - Price - 26/220 DM
      - 16. Test - Creative - New Package - 26/212 DM

## adminsearch.asp

Description: This page provides a user the ability to search for records in database tables using a combination of database selections and text string selections. Records are displayed in a table format.

IMT Admin Search - Microsoft Internet Explorer

File Edit View Favorites Tools Help

Address http://www.internetwork.com/entadmin/AdminSearch.asp

imt Integrated Marketing Technology, Inc.

FAST FIND SEARCH ADVANCED SETS SET UP TABLES

**TITLE** The New Economy  
**SOURCE CATEGORY** OTP  
**SOURCE** Direct Mail  
**CAMPAIGN** %  
**PANEL** %

Break on %

**CAMPAIGN** %

**Product Group** **Product Title** **Source Category** **Source Name** **Campaign Name**

Business	The New Economy-1310	OTP	Direct Mail	1999-06 DM
Business	The New Economy-1310	OTP	Direct Mail	1999-12 DM
Business	The New Economy-1310	OTP	Direct Mail	2000-03 DM
Business	The New Economy-1310	OTP	Direct Mail	2000-06 DM

Done



### avail.asp

Description: This page provides a user the ability to search for records in the available keys table using a positions of the source key record as a filtering mechanism.

IMT Network - Microsoft Internet Explorer

File Edit View Favorites Tools Help

Address http://www.imtnetwork.com/mtadmin/avail.asp

imt Integrated Marketing Technology, Inc.

FAST FIND PAUSE AVAILABLE KEYS SET UP TABLES

Filter Keys By Position

1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31 32 33 34 35 36 37 38 39 40 41 42 43 44 45 46 47 48 49 50 51 52 53 54 55 56 57 58 59 60 61 62 63 64 65 66 67 68 69 70 71 72 73 74 75 76 77 78 79 80 81 82 83 84 85 86 87 88 89 90 91 92 93 94 95 96 97 98 99 100

0

Product: The New Economy  
1319

Change Product Id

SELECT ALL CLEAR ALL

AVAILABLE KEYS
<input type="checkbox"/> 0005_04/24/2000*
<input type="checkbox"/> 0019_04/24/2000*
<input type="checkbox"/> 0028_04/24/2000*
<input type="checkbox"/> 0033_04/24/2000*
<input type="checkbox"/> 0034_04/24/2000*
<input type="checkbox"/> 0046_04/24/2000*
<input type="checkbox"/> 0057_04/24/2000*
<input type="checkbox"/> 0074_04/24/2000*
<input type="checkbox"/> 0088_04/24/2000*
<input type="checkbox"/> 00AD_04/24/2000*

Done

### tabautosetup.asp

Description: This page provides a user the ability to administer autosetup tables. Autosetup setup tables are a series of database tables that provide categorization instructions in order to build user-defined grouping records automatically. Administration is the adding, editing or deleting of records in a specific database table.

tabautosetup.asp - Microsoft Internet Explorer

File Edit View Favorites Tools Help

Address http://www.intrnetwork.com/entadmin/tabautosetup.asp

PREVIOUS SELECTIONS Business / The New Economy / 1310 / DTP

[AutoSetup Instructions](#)

[Run Auto-Setup Wizard](#)

### AutoSetup Schemes

ADD NEW

	Source	Source Indicator	Select Date From	Select Date To	Setup Mask	Expense Set
<input type="checkbox"/>	Billing	5	1/1/1998	12/31/2005	8CCxCCxxxxxxxxxP	Undefined
<input type="checkbox"/>	Renewals 1x	1	1/1/1998	12/31/2005	5xPxxZxCCC	Undefined
<input type="checkbox"/>	Renewals 2+	1	1/1/1998	12/31/2005	5xPxxZxCCC	Undefined
<input type="checkbox"/>	Agent Conversions	6	1/1/1998	12/31/2005	5xPxxZxCCC	Undefined
<input type="checkbox"/>	DTP Conversions	6	1/1/1998	12/31/2005	5xPxxZxCCC	Undefined
<input type="checkbox"/>	DTP Conversions	6	1/1/1998	12/31/2005	5xPxxZZxCCC	Undefined

### Campaign Name Definitions

ADD NEW

	Source Category	Campaign Code	Campaign Description	Campaign Date	Panel Scheme
<input type="checkbox"/>	Billing	AX00	00 Credit Period AX00	6/1/2000	
<input type="checkbox"/>	Billing	V100	00 Credit Period V100		
<input type="checkbox"/>	Billing	0198	1998 BK 01	1/1/1998	Bill Default
<input type="checkbox"/>	Billing	0298	1998 BK 02	1/1/1998	Bill Default
<input type="checkbox"/>	Billing	0398	1998 BK 03	1/1/1998	Bill Default
<input type="checkbox"/>	Billing	0498	1998 BK 04	1/1/1998	Bill Default

### add\_autosetup.asp

Description: This page provides a user the ability to add autosetup scheme records in the autosetup\_scheme database (lookup) table. An autosetup scheme is a basic set of instructions for creating user defined groupings depending on the structure of a source key.

Return to AutoSetup Parameters Menu

SOURCE NAME	SELECT SOURCE
SOURCE INDICATOR	
VALID FROM	
VALID TO	
SETUP MASK	
EXPENSE SET	SELECT EXPENSE SET
NAME	

[illegible][illegible][illegible]

**Description:** This page provides a user the ability to add **autosetup campaign definition** records in the **autosetup\_campaign\_def** database (lookup) table. An **autosetup campaign definition** is a basic set of instructions for creating user defined campaign groupings depending on the structure of a source key.

IMT Network - Microsoft Internet Explorer

File Edit View Favorites Tools Help

Address http://www.imtnetwork.com/mtadmin/add\_campaign\_del.asp Go Links

ADD

Return to AutoSetup Parameters Menu

CAMPAIGN CODE	
CAMPAIGN DESCRIPTION	
SOURCE CATEGORY	SELECT SOURCE CATEGORY
CAMPAIGN DATE	
PANEL SCHEME	SELECT PANEL SCHEME

Done Internet

### edit\_campaigndef.asp

Description: This page provides a user the ability to edit autoseup campaign definition records in the autoseup\_campaign\_def database (lookup) table. An autoseup campaign definition is a basic set of instructions for creating user defined campaign groupings depending on the structure of a source key.

edit\_autosetup\_campaign\_def.asp - Microsoft Internet Explorer

File Edit View Favorites Tools Help

Address http://www.intrawork.com/intadmin/edit\_campaign\_def.asp?Z=1993 Go Links

EDIT

CREATE DELETE Return to Auto-Setup table

CAMPAIGN CODE	AX00
CAMPAIGN DESCRIPTION	00 Credit Period AX00
SOURCE CATEGORY	Billing
CAMPAIGN DATE	8/1/2000
PANEL SCHEME	SELECT PANEL SCHEME

Done Internet

### add\_renewal\_psdef.aspx

Description: This page provides a user the ability to add autosetup prior source definition records in the autosetup\_renewal\_psdef database (lookup) table. An autosetup prior source definition is a basic set of instructions for creating user defined source groupings depending on the structure of a source key.

IMT Network - Microsoft Internet Explorer

File Edit View Favorites Tools Help

Address http://www.imtnetwork.com/mtadmin/add\_renewal\_psdef.aspx Go Links

ADD

Return to AutoSetup Parameters Menu

SOURCE NAME	SELECT SOURCE
SOURCE INDICATOR	
PRIOR SOURCE INDICATOR	
VALID FROM	
VALID TO	

Done Internet



### edit\_renewal\_psdef.asp

Description: This page provides a user the ability to edit autosetup prior source definition records in the autosetup\_renewal\_psdef database (lookup) table. An autosetup prior source definition is a basic set of instructions for creating user defined source groupings depending on the structure of a source key.

edit\_renewal\_psdef.asp - Microsoft Internet Explorer

File Edit View Favorites Tools Help

Address http://www.intrawork.com/intadmin/edit\_renewal\_psdef.asp?Z=2

EDIT

Source Name: Agent Conversions

Source Indicator: 6

Prior Source Indicator: ABCDEFGHIJKLMNOP

Valid From: 1/1/1999

Valid To: 12/31/2005

Return to Auto-Setup table

Done



### add\_panel\_def.asp

Description: This page provides a user the ability to add autoseup panel definition records in the autoseup\_panel\_def database (lookup) table. An autoseup panel definition is a basic set of instructions for creating user defined panel groupings depending on the structure of a source key.

The screenshot shows a web browser window titled "IMT Network - Microsoft Internet Explorer". The address bar displays "http://www.imtnetwork.com/mtadmin/add\_panel\_def.asp". The page content includes a "Return to AutoSetup Parameters Menu" link and a form with three input fields labeled "PANEL SCHEME", "PANEL CODES", and "PANEL NAME". The "PANEL SCHEME" field is currently empty, while the other two fields contain text that is mostly illegible due to heavy noise. The status bar at the bottom shows "Done" and "Internet".

ADD	Return to AutoSetup Parameters Menu
PANEL SCHEME	
PANEL CODES	
PANEL NAME	

### edit\_panel\_def.asp

Description: This page provides a user the ability to edit autoseup panel definition records in the autoseup\_panel\_def database (lookup) table. An autoseup panel definition is a basic set of instructions for creating user defined panel groupings depending on the structure of a source key.

edit\_panel\_def.asp - Microsoft Internet Explorer

File Edit View Favorites Tools Help

Address http://www.intrawork.com/intadmin/edit\_panel\_def.asp?Z=24

EDIT

Return to Auto-Setup table

PANEL SCHEME	Ack Retest
PANEL CODES	PZUOGJSTQCBZ1239
PANEL NAME	Control

Done Internet

### setupcampstat.asp

Description: This page provides a user the ability to administer campaign status records in the prod\_camp\_status database (lookup) table. A campaign status is a grouping in IMT's proprietary administrative hierarchy. Administration is the adding, editing or deleting of records in a specific database table.

Set Up Tables  
Campaign Status  
The status of a Campaign  
(i.e. active, complete).  
Product: The New Economy-  
1310  
[Change Product Id](#)

[Return to Set up Table  
Selection Screen](#)

Campaign Status	Description
Active	
Closed	
Pending	
Undefined	

### addcampstat.asp

Description: This page provides a user the ability to add campaign status records in the prod\_camp\_status database (lookup) table. A campaign status is a grouping in IMT's proprietary administrative hierarchy.

You are on addCampStat.asp - Microsoft Internet Explorer

File Edit View Favorites Tools Help

Address http://www.imtwork.com/mtadmin/addCampStat.asp Go Links

PREVIOUS SELECTION Business / The New Economy - 1310

ADD

RETURN Return to Campaign Status Setup Table

CAMPAIGN STATUS	DESCRIPTION

Internet

### editcampstat.asp

Description: This page provides a user the ability to edit campaign status records in the prod\_camp\_status database (lookup) table. A campaign status is a grouping in IMT's proprietary administrative hierarchy.

You are on editCampStat.asp - Microsoft Internet Explorer

File Edit View Favorites Tools Help

Address http://www.imtnetwork.com/mtadmin/editCampStat.asp?Z=5

EDIT

RETURN DELETE

Return to Campaign Status Setup Table

CAMPATCH STATUS	Active
DESCRIPTION	

Done

### setupcamptype.asp

Description: This page provides a user the ability to administer **campaign type** records in the **prod\_camp\_type** database (lookup) table. A **campaign type** is a grouping in IMT's proprietary administrative hierarchy. Administration is the adding, editing or deleting of records in a specific database table.

Campaign Type - Microsoft Internet Explorer

File Edit View Favorites Tools Help

Address http://www.imtnetwork.com/entadmin/setupCampType.asp

Go Links

Set Up Tables

Campaign Type  
A broad classification of a Campaign which is user defined and can differ between Sources. (i.e. Winter DM, hotline).  
Product: The New Economy-1310  
[Change Product Id](#)

[Return to Set up Table Selection Screen](#)

Campaign Type	Description
<input type="checkbox"/> 2000 Fall	
<input type="checkbox"/> 2000 Q1	
<input type="checkbox"/> 2000 Q2	
<input type="checkbox"/> 2000 Q3	
<input type="checkbox"/> 2000 Q4	
<input type="checkbox"/> 2000 Spring	
<input type="checkbox"/> 2000 Summer	
<input type="checkbox"/> 2000 Winter	
<input type="checkbox"/> Affiliate programs	
<input type="checkbox"/> Barter Outside Src	
<input type="checkbox"/> Business/Free/Icono	
<input type="checkbox"/> Foreign	
<input type="checkbox"/> Gift	
<input type="checkbox"/> NE web site	
<input type="checkbox"/> Paid Outside Sources	
<input type="checkbox"/> Snowball	
<input type="checkbox"/> undefined	

Done Internet Explorer

### addcamptype.asp

Description: This page provides a user the ability to add campaign type records in the prod\_camp\_type database (lookup) table. A campaign type is a grouping in IMT's proprietary administrative hierarchy.

You are on addCampType.asp - Microsoft Internet Explorer

File Edit View Favorites Tools Help

Address http://www.imtnetwork.com/imtadmin/addCampType.asp Go Links

Previous Selections: Business / The New Economy - 1310

ADD

SUBMIT Return to Campaign Type Setup Table

CAMPAIGN TYPE	DESCRIPTION

Done Internet

### editcamptype.asp

Description: This page provides a user the ability to edit campaign type records in the prod\_camp\_type database (lookup) table. A campaign type is a grouping in IMT's proprietary administrative hierarchy.

You are on editCampType.asp - Microsoft Internet Explorer

File Edit View Favorites Tools Help

Address http://www.imt-network.com/mladmin/editCampType.asp?Z=17

EDIT

Return to Campaign Type Setup Table

CAMPAIGN TYPE NAME	2000 Fall
DESCRIPTION	

Done



### setupeaset.asp

Description: This page provides a user the ability to administer expense set records in the expense\_sets database (lookup) table. Administration is the adding, editing or deleting of records in a specific database table.

**Set Up Tables**  
Expense Set  
A set of expenses which can be applied to a Campaign, Panel or Key.  
Product: The New Economy-1910  
Change Product Id

[Return to Set up Table Selection Screen](#)

Expense Set	
DM 1999-06 Control	
DM 1999-06 No Broch Test	
DM 1999-06 Premium Test	
DM 1999-06 Prof Rate Test	
DM 1999-12 Control	
DM 1999-12 Premium Test	
DM 1999-12 Prof Rate Test	
DM 1999-12 Prof Rate/Tax RptTest	
DM 1999-12 Sticker Test	
DM 1999-12 Welcome Pkg (6x9) Test	
DM 2000-03 2 Free Issues	
DM 2000-03 3 Free Issues	
DM 2000-03 Control	
DM 2000-03 Premium Test	
DM 2000-06 Control	
DM 2000-06 Premium Test	
Generic Renewals	
Inserts - Bindin - Control	
Inserts - Blwin - Control	
Inserts - dbl Bindin - Nov Dec99 test	
Undefined	

### addset.asp

Description: This page provides a user the ability to add expense set records in the expense\_sets database (lookup) table.

ADD

Return to Expense Set Setup Table

Expense Set	<input type="text"/>		
Print Cost	<input type="text"/>	CPM	Mail Qty
Merge Purge Cost	<input type="text"/>	CPM	Mail Qty
Lettershop Cost	<input type="text"/>	CPM	Mail Qty
Postage Out Cost	<input type="text"/>	CPM	Mail Qty
Postage In Cost	<input type="text"/>	CPM	Gross Subs
Premium Cost	<input type="text"/>	CPM	Gross Subs
Bad Pay Cost	<input type="text"/>	CPM	Gross-Net Subs
Billing Cost	<input type="text"/>	CPM	Credit Subs
Sub Service Cost	<input type="text"/>	CPM	Net Subs
Exp Other Cost	<input type="text"/>	CPM	Mail Qty

Done

## editset.asp

Description: This page provides a user the ability to edit expense set records in the expense\_sets database (lookup) table.

editset.asp - Microsoft Internet Explorer

File Edit View Favorites Tools Help

Address http://www.imtnetwork.com/mtadmin/editSet.asp?Z=99

Return to Expense Set Setup Table

Expense Set	DM 1999-06 Control		
Print Cost	135	CPM	Mail Qty
Merge/Purge Cost	12	CPM	Mail Qty
Lettershop Cost	29.55	CPM	Mail Qty
Postage Out Cost	0.165	CPM	Mail Qty
Postage In Cost	0.34	CPM	Gross Subs
Premium Cost		CPM	Gross Subs
Bad Pay Cost	2.26	CPM	Gross-Net Subs
Billing Cost	1.2	CPM	Credit Subs
Sub Service Cost		CPM	Net Subs
Exp Other Cost		CPM	Mail Qty

Done

### setuplistcat.asp

Description: This page provides a user the ability to administer list category records in the list\_cats database (lookup) table. A list category is a grouping in IMT's proprietary administrative hierarchy. Administration is the adding, editing or deleting of records in a specific database table.

Set Up Tables

List Category

A broad category of related lists.

Product: The New Economy - 1310

[Change Product Id](#)

[Return to Set up Table Selection Screen](#)

List Category	Description
Business Forums (seminar attendees)	
Business Mag	
Computer Entertainment	
Computer Software Journals (paid)	
Hi-Tech Newsletter (paid)	
Journal of MIT Sloan School of Mgmt (paid)	
Mag (controlled)	
Pub (paid)	
undefined	

### addlistcat.asp

Description: This page provides a user the ability to add list category records in the list\_cats database (lookup) table. A list category is a grouping in IMT's proprietary administrative hierarchy.

You are on addListCat.asp - Microsoft Internet Explorer

File Edit View Favorites Tools Help

Address http://www.mtnetwork.com/mtadmin/addListCat.asp Go Links

ADD

Return to List Category Setup Table

LIST CATEGORY	DESCRIPTION

Done

Start Gregg Willem Technical Da ASP PAGES Web Screen 02/01/43 IMT Network You are on 9:44 AM 11:22 AM

### editlistcat.asp

Description: This page provides a user the ability to edit list category records in the list\_cats database (lookup) table. A list category is a grouping in IMT's proprietary administrative hierarchy.

You are on editListCat.asp - Microsoft Internet Explorer

File Edit View Favorites Tools Help

Address http://www.imtnetwork.com/imtadmin/editListCat.asp?Z=16 Go Links

EDIT

Return to List Category Setup Table

LIST CATEGORY	Business Mag
DESCRIPTION	

Done Start Gregg Wilson... Technical Do... ASP PAGES.d Web Screen 02/02/25 IMT Network You are on 9:23 AM

### setuplistname.asp

Description: This page provides a user the ability to administer list name records in the list\_names database (lookup) table. A list name is a grouping in IMT's proprietary administrative hierarchy. Administration is the adding, editing or deleting of records in a specific database table.

2 List Name - Microsoft Internet Explorer

File Edit View Favorites Tools Help

Address http://www.internetwork.com/mtadmin/setupListName.asp

Set Up Tables  
List Name  
The name of a list.  
Product: The New Economy-  
1310  
Change Product Id

[Return to Set up Table  
Selection Screen](#)

List Name	Description
<input type="checkbox"/> Entrepreneur Mag	
<input type="checkbox"/> Extra Income	
<input type="checkbox"/> Fast Company	
<input type="checkbox"/> Forbes	
<input type="checkbox"/> Forbes Investment Newsletter	
<input type="checkbox"/> Forbes Investment Newsletter (formerly Forbes Specialty Publication)	
<input type="checkbox"/> Forbes Magazine	
<input type="checkbox"/> Forbes Specialty Publication	
<input type="checkbox"/> Forbes Specialty	
<input type="checkbox"/> Fortune	
<input type="checkbox"/> Gilder Tech Report/Forbes Investment Reslts	
<input type="checkbox"/> Gizmo	
<input type="checkbox"/> Global Finance Mag	
<input type="checkbox"/> Global Finance Magazine	
<input type="checkbox"/> Global Insights	
<input type="checkbox"/> Harvard Business Review	
<input type="checkbox"/> Harvard Management Update	
<input type="checkbox"/> Harvard Mgmt Update	
<input type="checkbox"/> Hume Group / Superinvestor Files	
<input type="checkbox"/> Hume Group The Superinvestor File	
<input type="checkbox"/> Hume Group The Superinvestor Files	
<input type="checkbox"/> INC Magazine	
<input type="checkbox"/> Inc. Mag	
<input type="checkbox"/> Inc. Magazine	

Done Internet Explorer

### addlistname.asp

Description: This page provides a user the ability to add list name records in the list\_names database (lookup) table. A list name is a grouping in IMT's proprietary administrative hierarchy.

You are on addListName.asp - Microsoft Internet Explorer

File Edit View Favorites Tools Help

Address http://www.intnetwork.com/intadmin/addListName.asp Go Links

ADD

Return to List Name Setup Table

LIST NAME	DESCRIPTION

Done Internet



### editlistname.asp

Description: This page provides a user the ability to edit list name records in the list\_names database (lookup) table. A list name is a grouping in IMT's proprietary administrative hierarchy.

You are on editListName.asp - Microsoft Internet Explorer

File Edit View Favorites Tools Help

Address http://www.imtnetwork.com/imtadmin/editListName.asp?Z=297 Go Links

EDIT

Return to List Name Setup Table

LIST NAME	Entrepreneur Mag
DESCRIPTION	

Done

### setuplistsegment.asp

Description: This page provides a user the ability to administer list segments records in the list\_segments database (lookup) table. A list segment is a grouping in IMT's proprietary administrative hierarchy. Administration is the adding, editing or deleting of records in a specific database table.

Set Up Tables

List Segment  
A specific selection from a list (i.e. 90 day purchasers, expires, male).

Product: The New Economy-1310

Change Product Id

[Return to Set up Table Selection Screen](#)

List Segment	Description
<input type="checkbox"/> expire names thru 2/00	
<input type="checkbox"/> Paid Expires	
<input type="checkbox"/> Paid Expires (3 mos)	
<input type="checkbox"/> 1/99 - 2/99 Active Paid Subscribers	
<input type="checkbox"/> 1/99 - 3/99 active paid subs	
<input type="checkbox"/> 1/99 - 3/99 active subs	
<input type="checkbox"/> 1/99 - 3/99 active US paid subs	
<input type="checkbox"/> 1/99 - 3/99 subs (7,000 names on exchange)	
<input type="checkbox"/> 1/99 Active Paid Subscribers	
<input type="checkbox"/> 1/99 Active Subs	
<input type="checkbox"/> 1/99 active US subs	
<input type="checkbox"/> 1/99-5/99 US Active Paid Subscribers	
<input type="checkbox"/> 1/99-6/99 Hotline Active Members	
<input type="checkbox"/> 10/99 - 1/00 active paid subs	
<input type="checkbox"/> 10/99 - 11/99 Active paid subs	
<input type="checkbox"/> 10/99-2/00 Paid Active OTP Subs	
<input type="checkbox"/> 10/99-2/00 US Active Paid Subs/male	
<input type="checkbox"/> 11/98 - 1/99 buyers	
<input type="checkbox"/> 11/99 Active paid subs (7,300 on exchange)	
<input type="checkbox"/> 11/99 paid subs	
<input type="checkbox"/> 11/99-2/00 active paid subs	
<input type="checkbox"/> 11/99-2/00 active paid subs (omit concurrent)	
<input type="checkbox"/> 11/99-2/00 Active paid subs/male/ \$75K+income	
<input type="checkbox"/> 11/99-2/00 Active subs	

### addlistsegements.asp

Description: This page provides a user the ability to add list segments records in the list\_segments database (lookup) table. A list segment is a grouping in IMT's proprietary administrative hierarchy.

You are on addListSegment.asp - Microsoft Internet Explorer

File Edit View Favorites Tools Help

Address http://www.imtnetwork.com/imtadmin/addListSegment.asp

ADD

Return to List Segment Setup Table

LIST SEGMENT	DESCRIPTION

Done

### editlistsegments.asp

Description: This page provides a user the ability to edit list segments records in the list\_segments database (lookup) table. A list segment is a grouping in IMT's proprietary administrative hierarchy.

You are on editListSegment.asp - Microsoft Internet Explorer

File Edit View Favorites Tools Help

Address http://www.intnetwork.com/intadmin/editListSegment.asp?Z=155 Go Links

EDIT

Return to List Segment Setup Table

LIST SEGMENT	Paid Expires
DESCRIPTION	

Done

### setuppanelpackage.asp

Description: This page provides a user the ability to administer panel package records in the prod\_panel\_package database (lookup) table. A panel package is a grouping in IMT's proprietary administrative hierarchy. Administration is the adding, editing or deleting of records in a specific database table.

**Set Up Tables**  
**Panel Package**  
The code or description of a specific mailed package.  
Product: The New Economy-1310  
Change Product Id

[Return to Set up Table Selection Screen](#)

Panel Package	Description
#10 package	
5 x 11-1/2 Silver package	
5 x 11-1/2 Silver package - travel alarm	
5 x 11-1/2 Silver package /10 Principles	
6 x 9 package	
6 x 9 package - mousepad	
6 x 9 package - travel alarm	
Form 1	Internet
Form 2	Internet
Form 3	Internet
Form 4	Internet
Form 5	Internet
Saf-t	Internet
undefined	undefined

### addpanelpackage.asp

Description: This page provides a user the ability to add panel package records in the prod\_panel\_package database (lookup) table. A panel package is a grouping in IMT's proprietary administrative hierarchy.

You are on addPanelPackage.asp - Microsoft Internet Explorer

File Edit View Favorites Tools Help

Address http://www.imt-network.com/imtadmin/addPanelPackage.asp

ADD

Return to Panel Package Setup Table

PANEL PACKAGE	DESCRIPTION

Done

### editpanelpackage.asp

Description: This page provides a user the ability to edit panel package records in the prod\_panel\_package database (lookup) table. A panel package is a grouping in IMT's proprietary administrative hierarchy.

You are on editPanelPackage.asp - Microsoft Internet Explorer

File Edit View Favorites Tools Help

Address http://www.innernet.com/mtadmin/editPanelPackage.asp?Z=11

EDIT

RETURN DELETE

Return to Panel Package Setup Table

PANEL PACKAGE	#10 package
DESCRIPTION	

Done Internet

### setuppanelsubtype.asp

Description: This page provides a user the ability to administer panel subtype records in the corp\_panel\_sub\_type database (lookup) table. A panel subtype is a grouping in IMT's proprietary administrative hierarchy. Administration is the adding, editing or deleting of records in a specific database table.

Panel Sub Type - Microsoft Internet Explorer

File Edit View Favorites Tools Help

Address http://www.imtnetwork.com/mtadmin/setupPanelSubType.asp

Set Up Tables

Panel Sub Type  
Another field used to further define a set of related Panels (if necessary). (i.e. sweepstakes, newstand, inserts).

[Return to Set up Table Selection Screen](#)

Panel Sub Type	Description
<input type="checkbox"/> Bind-In (Double)	Insert Cards
<input type="checkbox"/> Bind-In (Single)	Insert Cards
<input type="checkbox"/> Bind-In (Triple)	Insert Cards
<input type="checkbox"/> Blow-In	Insert Cards
<input type="checkbox"/> Hard Offer	Internet
<input type="checkbox"/> I - Banner	Internet
<input type="checkbox"/> I - Bill-Me	Internet
<input type="checkbox"/> I - Button	Internet
<input type="checkbox"/> I - E-Mail	Internet
<input type="checkbox"/> I - Free Trial	Internet
<input type="checkbox"/> I - Gift	Internet
<input type="checkbox"/> I - Hard Offer	Internet
<input type="checkbox"/> I - Interstitial	Internet
<input type="checkbox"/> I - Payment Option	Internet
<input type="checkbox"/> I - Renewal	Internet
<input type="checkbox"/> I - Text Link	Internet
<input type="checkbox"/> Soft Offer	Internet
<input type="checkbox"/> Undefined	Undefined



### addpanelsubtype.asp

Description: This page provides a user the ability to add panel subtype records in the corp\_panel\_sub\_type database (lookup) table. A panel subtype is a grouping in IMT's proprietary administrative hierarchy.

You are on addPanelSubType.asp - Microsoft Internet Explorer

File Edit View Favorites Tools Help

Address http://www.intrawork.com/mtadmin/addPanelSubType.asp

ADD

Return to Panel Sub Type Setup Table

PANEL SUB TYPE	DESCRIPTION

Done Internet

### editpanelsubtype.asp

Description: This page provides a user the ability to edit panel subtype records in the corp\_panel\_sub\_type database (lookup) table. A panel subtype is a grouping in IMT's proprietary administrative hierarchy.

You are on editPanelSubType.asp - Microsoft Internet Explorer

File Edit View Favorites Tools Help

Address http://www.imtnetwork.com/entadmin/editPanelSubType.asp?Z=77

EDIT

Return to Panel Sub Type Setup Table

PANEL SUB TYPE	Hard Offer
DESCRIPTION	Internet

Done

### setuppaneltesttype.asp

Description: This page provides a user the ability to administer panel test type records in the corp\_panel\_test\_type database (lookup) table. A panel test type is a grouping in IMT's proprietary administrative hierarchy. Administration is the adding, editing or deleting of records in a specific database table.

Panel Sub Type - Microsoft Internet Explorer

File Edit View Favorites Tools Help

Address http://www.imtnetwork.com/mtadmin/setupPanelTestType.asp

Set Up Tables  
Panel Test Type  
A field used to define a set of related panels by test method (i.e. price, offer, term).

[Return to Set up Table Selection Screen](#)

Panel Test Type	Description
<input type="checkbox"/> Backtest (old control)	
<input type="checkbox"/> Billing Test	Billing Test
<input type="checkbox"/> Control	
<input type="checkbox"/> Control Test	DM
<input type="checkbox"/> Copy Test	DM
<input type="checkbox"/> Creative Test	DM
<input type="checkbox"/> Creative Test: C. Elar	Covers vs. Cool Free Stuff
<input type="checkbox"/> Creative Test: Savings Chart	Lars Croft vs. Savings Chart
<input type="checkbox"/> Creative Test: Single Blind-In	Triple vs. Single Blind-In
<input type="checkbox"/> E-Mail Test	no e-mail vs. e-mail optional
<input type="checkbox"/> Extra Blow-in Test	
<input type="checkbox"/> Foreign w/CD	Internet
<input type="checkbox"/> Holiday Gift Card Test	response cannibalization test
<input type="checkbox"/> I - Form Test	Internet
<input type="checkbox"/> I - Offer Test	Internet
<input type="checkbox"/> I - Price Test	Internet
<input type="checkbox"/> List Test	DM
<input type="checkbox"/> No Premium	
<input type="checkbox"/> Offer Test	DM
<input type="checkbox"/> Package Test	DM
<input type="checkbox"/> Premium Test	
<input type="checkbox"/> Premium Test: Best of CD	EPC2 vs. EPC2/BCD
<input type="checkbox"/> Premium Test: Everglide Mouse Pad	EPC3/SQ2 vs. Everglide Mouse Pad
<input type="checkbox"/> Premium Test: Reviews Index	EPC2/SQ1 vs. EPC2/RI
<input type="checkbox"/> Premium Test: Strategy Guide	EPC2 vs. EPC2/SQ1

Done

### addpaneltesttype.asp

Description: This page provides a user the ability to add panel test type records in the corp\_panel\_test\_type database (lookup) table. A panel test type is a grouping in IMT's proprietary administrative hierarchy.

You are on addPanelTestType.asp - Microsoft Internet Explorer

File Edit View Favorites Tools Help

Address http://www.intrawork.com/entadmin/addPanelTestType.asp Go Links

ADD

Return to Panel Test Type Setup Table

PANEL TEST TYPE	DESCRIPTION

### editpanelttesttype.asp

Description: This page provides a user the ability to edit panel test type records in the corp\_panel\_test\_type database (lookup) table. A panel test type is a grouping in IMT's proprietary administrative hierarchy.

You are on editPanelTestType.asp - Microsoft Internet Explorer

File Edit View Favorites Tools Help

Address http://www.inetnetwork.com/intadmin/editPanelTestType.asp?Z=4

EDIT

RETURN DELETE

Return to Panel Test Type Setup Table

PANEL TEST TYPE	DESCRIPTION
Control	

Done

### setuppaneltype.asp

Description: This page provides a user the ability to administer panel type records in the corp\_panel\_type database (lookup) table. A panel type is a grouping in IMT's proprietary administrative hierarchy. Administration is the adding, editing or deleting of records in a specific database table.

Panel Type - Microsoft Internet Explorer

File Edit View Favorites Tools Help

Address http://www.inetnetwork.com/entadmin/setupPanelType.asp

Set Up Tables

Panel Type  
A set of related panels typically used to distinguish control panels from text panels.

[Return to Set up Table Selection Screen](#)

Panel Type	Description
<input type="checkbox"/> Continuations	
<input type="checkbox"/> Control	Control
<input type="checkbox"/> Form 1	
<input type="checkbox"/> Form 2	
<input type="checkbox"/> Gift	Gift
<input type="checkbox"/> House Files	
<input type="checkbox"/> I - 3Dgaming.com	Internet
<input type="checkbox"/> I - All In One	Internet
<input type="checkbox"/> I - Alloy	Internet
<input type="checkbox"/> I - Asktherobot	Internet
<input type="checkbox"/> I - 626 Free Network	Internet
<input type="checkbox"/> I - Banner	Internet
<input type="checkbox"/> I - Company Sleuth	Internet
<input type="checkbox"/> I - Customer Service	Internet
<input type="checkbox"/> I - Doomsdevilator	Internet
<input type="checkbox"/> I - E-Mail Bill	Internet
<input type="checkbox"/> I - E-Mail Offer	Internet
<input type="checkbox"/> I - E-Mail Renewal	Internet
<input type="checkbox"/> I - EB	Internet
<input type="checkbox"/> I - Entry Interstitial	Internet
<input type="checkbox"/> I - Eptonic	Internet
<input type="checkbox"/> I - Exit Interstitial	Internet
<input type="checkbox"/> I - FGH Online	Internet
<input type="checkbox"/> I - Foreign Address Forms	
<input type="checkbox"/> I - Free Offer Link	Internet

Done

### addpaneltype.asp

Description: This page provides a user the ability to add panel type records in the corp\_panel\_type database (lookup) table. A panel type is a grouping in IMT's proprietary administrative hierarchy.

You are on addPanelType.asp - Microsoft Internet Explorer

File Edit View Favorites Tools Help

Address http://www.imtnetwork.com/intadmin/addPanelType.asp

ADD

Return to Panel Type Setup Table

PANEL TYPE	DESCRIPTION

Done

### editpaneltype.asp

Description: This page provides a user the ability to edit panel type records in the corp\_panel\_type database (lookup) table. A panel type is a grouping in IMT's proprietary administrative hierarchy.

You are on editPanelType.asp - Microsoft Internet Explorer

File Edit View Favorites Tools Help

Address http://www.imtnetwork.com/ent/admin/editPanelType.asp?Z=3

EDIT

Return to Panel Type Setup Table

PANEL TYPE	Continuations
DESCRIPTION	

Done



### setuprset.asp

Description: This page provides a user the ability to administer revenue set records in the revenue\_sets database (lookup) table. Administration is the adding, editing or deleting of records in a specific database table.

Revenue Set - Microsoft Internet Explorer

File Edit View Favorites Tools Help

Address http://www.inetnetwork.com/intadmin/setupRSet.asp

Set Up Tables

Revenue Set  
Revenue over and above  
subscription revenue,  
applied to a Campaign,  
Panel or Key. (i.e. List  
Rental Revenue, Advertising  
Revenue).

Product: The New Economy  
1310

[Change Product Id](#)

[Return to Set Up Table  
Selection Screen](#)

Revenue Set
Direct Mail Test Set
Undefined

Done

### addrset.asp

Description: This page provides a user the ability to add revenue set records in the revenue\_sets database (lookup) table.

addrset.asp - Microsoft Internet Explorer

File Edit View Favorites Tools Help

Address http://www.internetwork.com/mntadmin/addrset.asp Go Links

ADD

Return to Revenue Set Setup Table

Revenue Set	<input type="text"/>	
Sub Revenue	<input type="text"/>	CPM or CPU
Ad Revenue	<input type="text"/>	CPM or CPU
List Rental Revenue	<input type="text"/>	CPM or CPU
Other Revenue	<input type="text"/>	CPM or CPU

Start Gregg Wilkins - Inbox Technical Documents IMT Network - Microsoft Web Screen Shots.doc addrset.asp - Micr 3:07 PM

### editrset.asp

Description: This page provides a user the ability to edit revenue set records in the revenue\_sets database (lookup) table.

editrset.asp - Microsoft Internet Explorer

File Edit View Favorites Tools Help

Address http://www.internetwork.com/mt-admin/editrset.asp?Z=5 Go Links

EDIT

Return to Revenue Set Setup Table

Revenue Set	Direct Mail Test Set	
Sub Revenue		CPM or CPU
Ad Revenue		CPM or CPU
List Rental Revenue	1	CPU
Other Revenue		CPM or CPU

Done Internet

### setupsourcename.asp

Description: This page provides a user the ability to administer source description records in the source\_descriptions database (lookup) table. A source description is a grouping in IMT's proprietary administrative hierarchy. Administration is the adding, editing or deleting of records in a specific database table.

Source Description - Microsoft Internet Explorer

File Edit View Favorites Tools Help

Address http://www.imtnetwork.com/mtadmin/setupSourceName.asp

Set Up Tables  
Source Description  
Describes a specific channel  
of sale.

[Return to Set up Table  
Selection Screen](#)

Source	Description
Agent Conversions	Renewals
Auto Renewals	Renewals
Billing	Billing
Cold Donor	Gift
Direct Mail	DTP
Donor Renewal	Gift
DTP Conversions	Renewals
Gift Insert Cards	Gift
In Box/Card Decks	7
Insert Cards	DTP
Internet	DTP
Internet - Banner	DTP - Internet
Internet - Link	DTP - Internet
Internet - Naviant	DTP
Internet - Opt-In	DTP - Internet
Internet Gift	Gift
Renewals 1x	Renewals
Renewals 2+	Renewals
Space Ads	5

Done

### addsourceDesc.asp

Description: This page provides a user the ability to add source description records in the source\_descriptions database (lookup) table. A source description is a grouping in IMT's proprietary administrative hierarchy.

You are on addSourceName.asp - Microsoft Internet Explorer

File Edit View Favorites Tools Help

Address http://www.imtnetwork.com/imtadmin/addSourceName.asp

ADD

Return to Source Description Setup Table

SOURCE	DESCRIPTION

Done

### edit sourcedesc.asp

Description: This page provides a user the ability to edit source description records in the source\_descriptions database (lookup) table. A source description is a grouping in IMT's proprietary administrative hierarchy.

You are on editSourceName.asp - Microsoft Internet Explorer

File Edit View Favorites Tools Help

Address http://www.imtnetwork.com/mtadmin/editSourceName.asp?Z=1

EDIT

Return to Source Description Setup Table

SOURCE	Direct Mail
DESCRIPTION	DTP

Done

### setupprior sourcedesc.asp

Description: This page provides a user the ability to administer source identifier description records in the prior\_source\_desc database (lookup) table. A source identifier description is a grouping in IMT's proprietary administrative hierarchy. Administration is the adding, editing or deleting of records in a specific database table.

Prior Source Description - Microsoft Internet Explorer

File Edit View Favorites Tools Help

Address http://www.imtnetwork.com/mt/admin/setupPriorSrcDesc.asp

Set Up Tables  
Source Identifier  
Describes Prior Sources  
Product: The New Economy  
1310  
Change Product Id

[Return to Set up Table Selection Screen](#)

Source Identifier	Renewal Prior Source Description	Balance Current Source Description	Model Source Category	Model Source Description	Agent Source Description
DT0	Direct Mail	Direct Mail	DTP		0
DT1	Renewals	Renewals	Renewals		1
DT2	Gift	Gift	Gifts		2
DT3	White Mail	White Mail	DTP		3
DT4	Inserts	Insert Cards	DTP		4
DT5	Space Ads	Space Ads	DTP		5
DT6	Misc DTP	Misc DTP	DTP	DTP	
DT7	Group Subs	Group Subs	DTP	SG	SG
DT8	Sponsored Subs	Sponsored Subs	DTP	SS	SS
DT9	Conversions	Conversions	Renewals		6
DT10	In Box Promotions	In Box Promotions	DTP		7
DT11	Internet	Internet	DTP		8
DT12	Control to Paid	Cbl. Conv. to Paid	DTP		9
DT13	PCH	N/A	Agents		PCH
DT14	Cash Field	N/A	Agents		Cash Field
DT15	PDS	N/A	Agents		PDS
DT16	Direct Mail Agts	N/A	Agents		Direct Mail Agts
DT17	DMI Sponsor	N/A	Agents		DMI Sponsor
DT18	F	F	Agents		F
DT19	School Sponsored	N/A	Agents		School Sponsored
DT20	Catalogue	N/A	Agents		Catalogue
DT21	I	I	Agents		I
DT22	It	It	Agents		It

Done

### addprior sourcedesc.asp

Description: This page provides a user the ability to add source identifier description records in the prior\_source\_desc database (lookup) table. A source identifier description is a grouping in IMT's proprietary administrative hierarchy.

You are on addPriorSrcDesc.asp - Microsoft Internet Explorer

File Edit View Favorites Tools Help

Address http://www.internetwork.com/mtadmin/addPriorSrcDesc.asp

PROVIDER SELECTIONS: Business / The New Economy - 1310

ADD

RESET Return to Prior Source Description Setup Table

PRIOR SOURCE IDENTIFIER	RENEWALS PRIOR SOURCE DESC	BILLING CURRENT SOURCE DESC	MODEL SOURCE CATEGORY	MODEL SOURCE	AGENT SOURCE	VAL



### editpriorsourcedesc.asp

Description: This page provides a user the ability to edit source identifier description records in the prior\_source\_desc database (lookup) table. A source identifier description is a grouping in IMT's proprietary administrative hierarchy.

You are on editPriorSrcDesc.asp - Microsoft Internet Explorer

File Edit View Favorites Tools Help

Address http://www.imtnetwork.com/entadmin/editPriorSrcDesc.asp?Z=73

EDIT

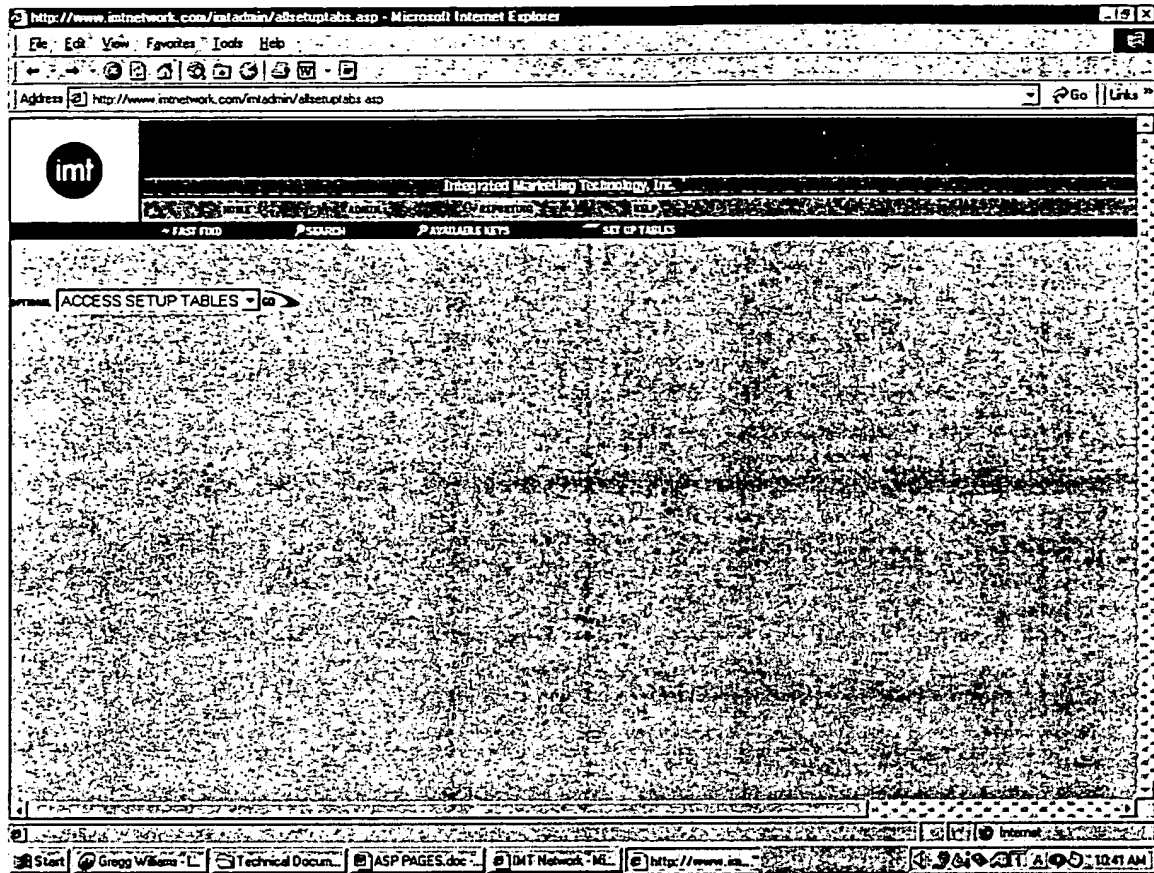
Return to Prior Source Description Setup Table

PRIOR SOURCE IDENTIFIER	0
RENEWAL PRIOR SOURCE DESC	Direct Mail
BILLING'S CURRENT SOURCE DESC	Direct Mail
MODEL SOURCE CATEGORY	DTP
MODEL SOURCE DESCRIPTION	
AGENT SOURCE DESCRIPTION	0
VALID FROM DATE	1/1/1996
VALID TO DATE	1/1/2010

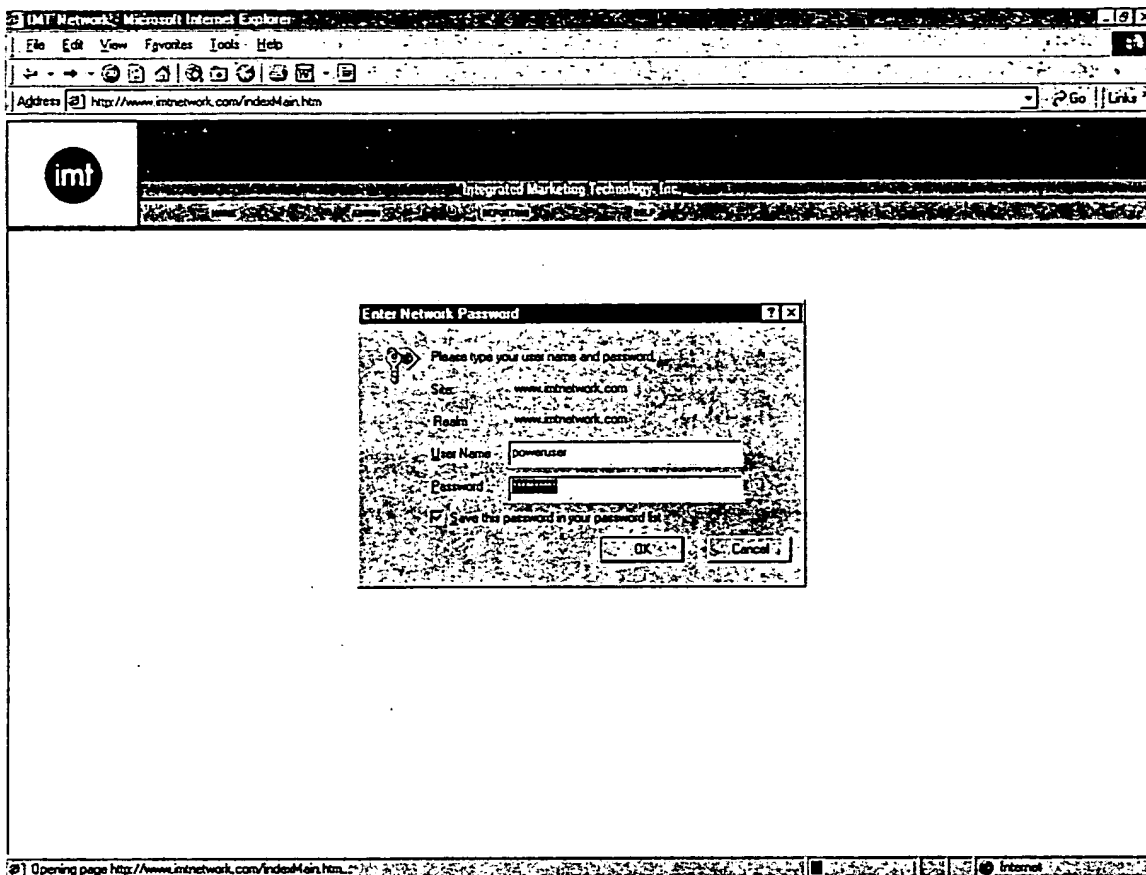
Done

### allsetuptabs.asp

Description: This page provides a user the ability to choose a lookup table to administer. Administration is the adding, editing or deleting of records in a specific database table.

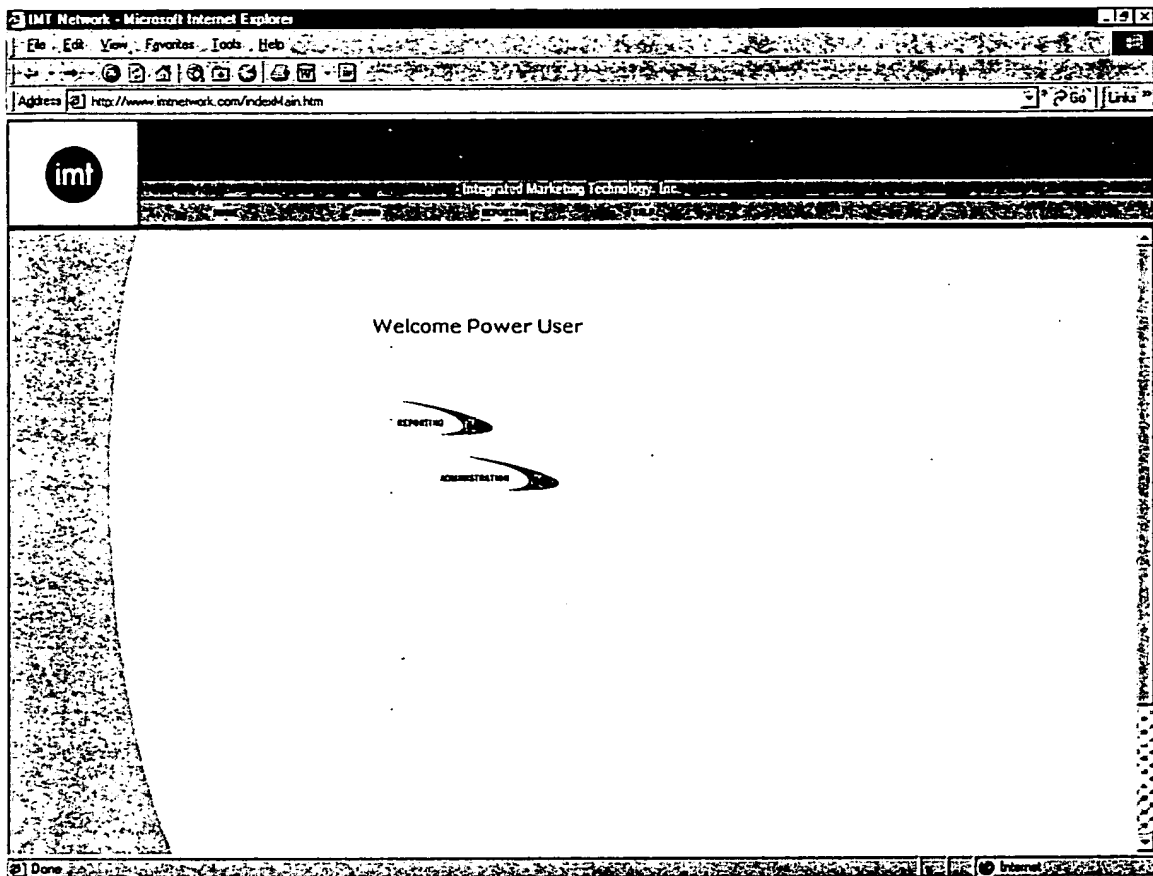


Description: This page presents a user logon dialog box requiring a valid username and password in order to gain access to the application server.



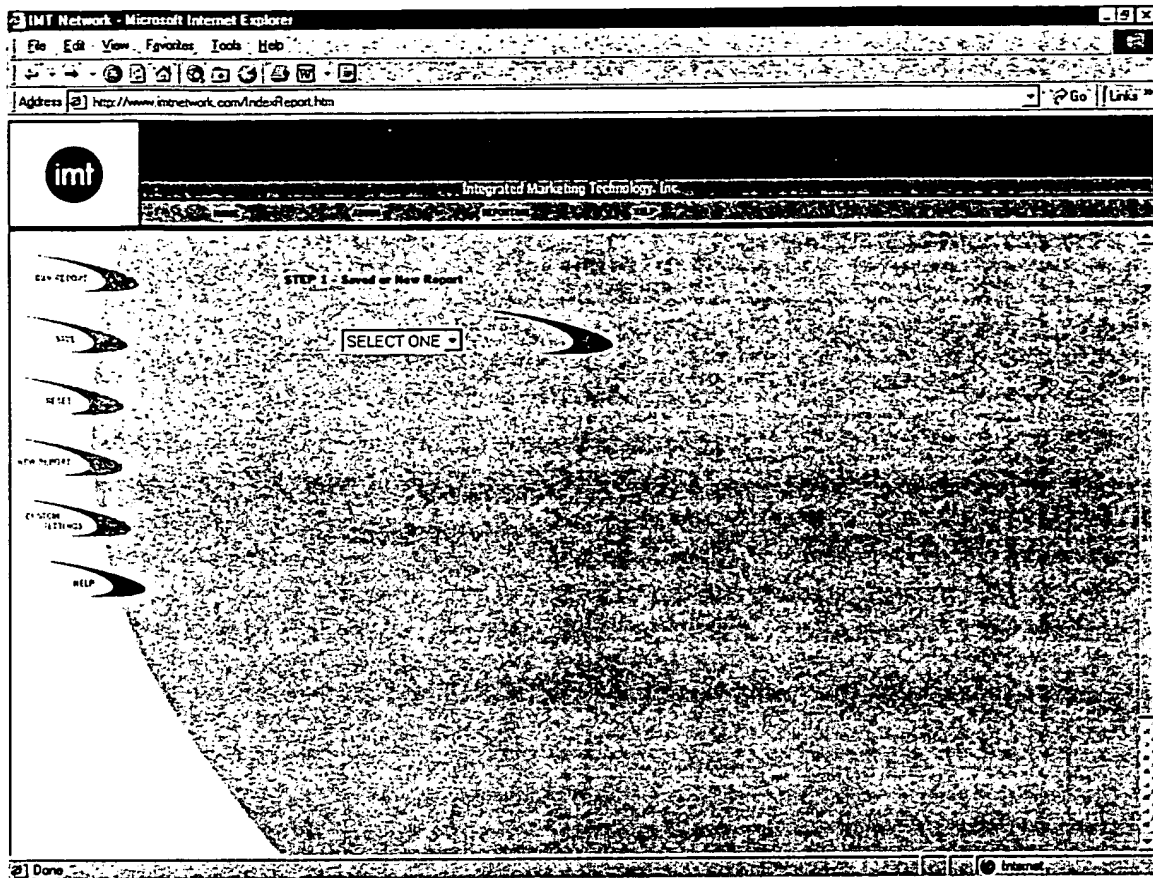
### welcome.asp

Description: This page provides a user welcome message and offers an option to choose either administrative functions or reporting functions.



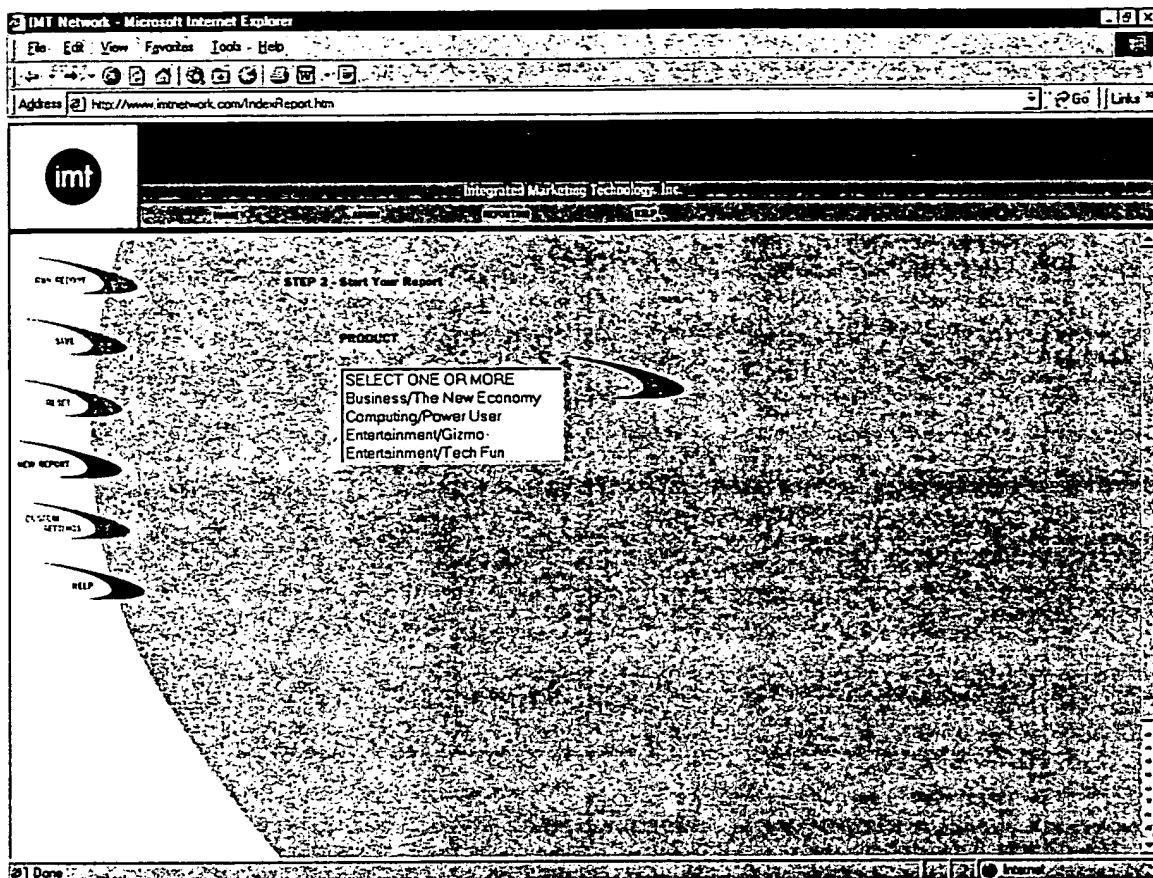
## login.asp

Description: This page provides a user the ability to choose between creating a new report or selecting a saved report by selecting a record from the report\_defs database table.



### choosecat.asp

Description: This page provides a user the ability to choose a product(s) when creating a new report. This is the first selection in a series of selection required to create a new report.



### choosecat2.asp

Description: This page provides a user the ability to choose a report category when creating a new report. A report category is a grouping of specific reports (styles). Report categories and reports are stored in the report\_cat database table.

Internet Explorer - IMT Network - Microsoft Internet Explorer

Address: <http://www.internet.com/indexReport.htm>

imt Integrated Marketing Technology, Inc.

STEP 2 - Start Your Report

REPORT CATEGORY

SELECT ONE

PREVIOUS SELECTIONS

Products The New Economy 1216

NEW REPORT

REPORTS

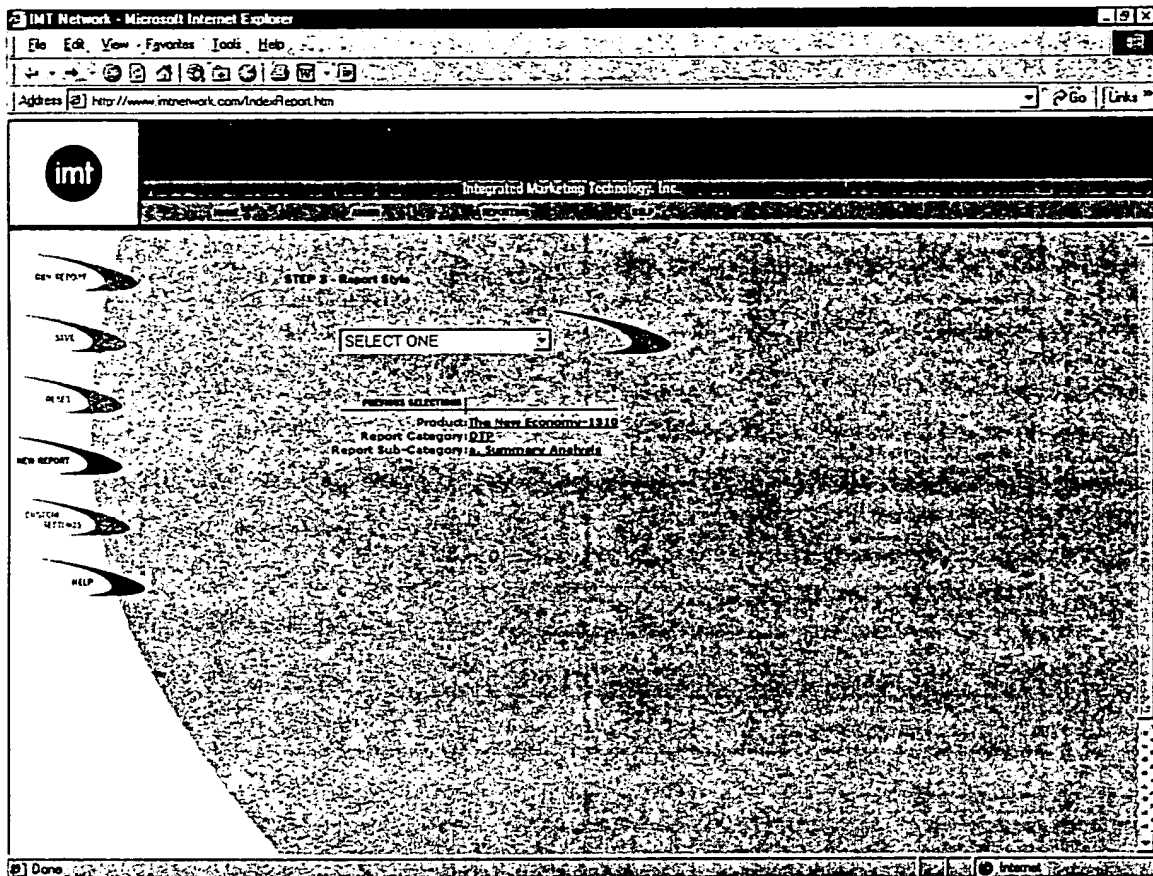
HELP

ABOUT

Done

### chooserpt.asp

Description: This page provides a user the ability to choose a specific report (style) when creating a new report. A report (style) is a pre-defined view of database information.





### reporta.asp

Description: This page provides a user the ability pass a text string to the report to serve as a report name. A report name appears in the header of a new report and is stored in the report\_defs table once a report is saved.

IMT Network - Microsoft Internet Explorer

File Edit View Favorites Tools Help

Address <http://www.imtnetwork.com/indexReport.htm> Go Links

**imt** Integrated Marketing Technology, Inc.

**NEW REPORT**

**SAVE**

**RESET**

**NEW REPORT**

**CUSTOM SETTINGS**

**HELP**

**STEP 4 - Select Your Report Criteria**

When you have completed your selections click **RUN REPORT** to view, print or export your data.

**MAKE YOUR REPORT**

Undefined

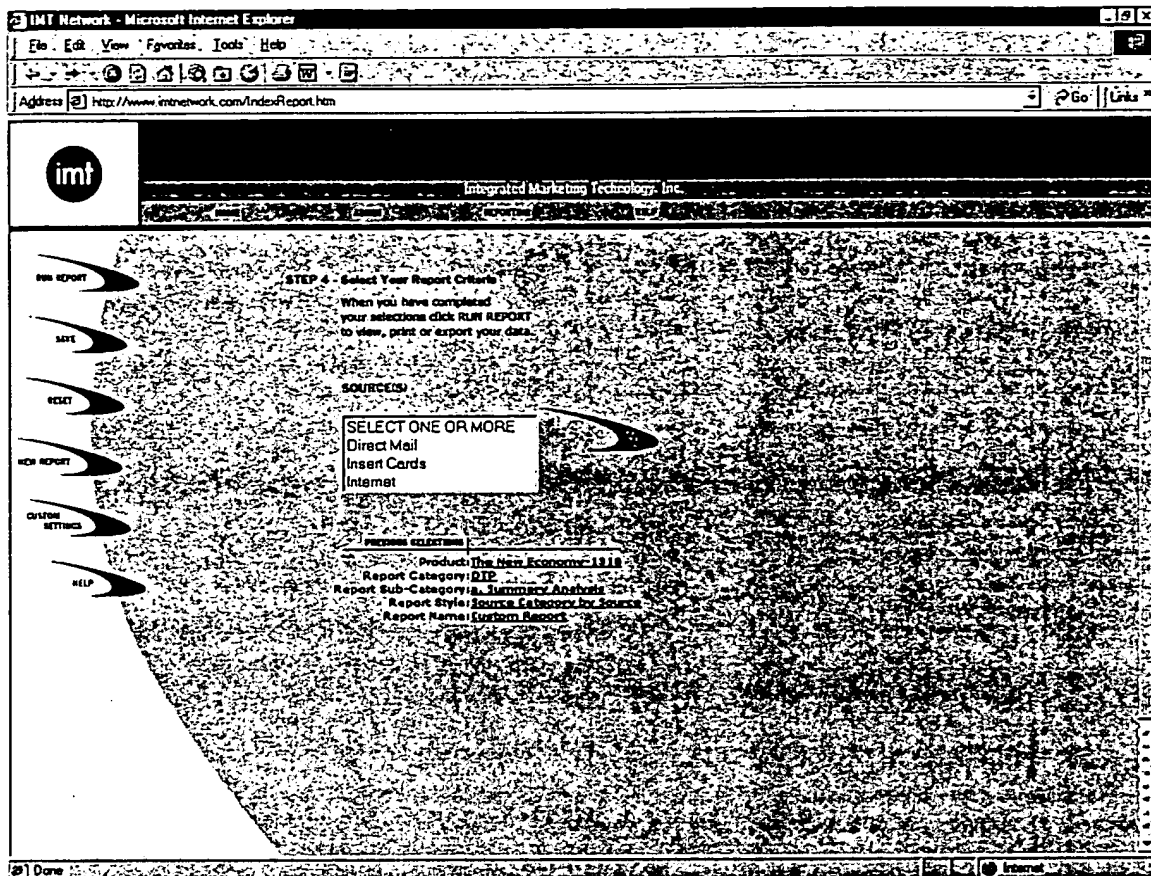
**PREVIOUS SELECTIONS**

Product: The New Economy - 1998  
Report Category: RDP  
Report Sub-Category: Economic Analysis  
Report Style: SOURCE CATEGORY by Source

<http://www.imtnetwork.com/choosecat2.asp>

## reportb.asp

Description: This page provides a user the ability to pass source selections to a report. A source is a grouping in IMT's proprietary database hierarchy.



## reportc.asp

Description: This page provides a user the ability to pass campaign type selections to a report. A campaign type is a grouping in IMT's proprietary database hierarchy.

IMT Network - Microsoft Internet Explorer

File Edit View Favorites Tools Help

Address http://www.imtnetwork.com/indexReport.htm

Go Links

imt Integrated Marketing Technology, Inc.

NEW REPORT  
SAVE  
RESET  
NEW REPORT  
CUSTOM SETTINGS  
HELP

STEP 4 - Select Your Report Criteria

When you have completed your selections click **RUN REPORT** to view, print or export your data.

CAMPAIGN TYPE(S)

All

PREVIOUS SELECTIONS

Product: The New Economy - 11118

Report Category: R12 Previous Selections

Report Sub-Category: Summary

Report Style: Source Category by Source

Report Name: Carlson Report

Source(s): Carlson Mail

Done

## reportd.asp

Description: This page provides a user the ability to pass campaign selections to a report. A campaign is a grouping in IMT's proprietary database hierarchy.

IMT Network - Microsoft Internet Explorer

File Edit View Favorites Tools Help

Address http://www.imtnetwork.com/indexReport.htm

imt Integrated Marketing Technology, Inc.

RUN REPORT  
SAVE  
EDIT  
NEW REPORT  
CAMPAIGN SETTINGS  
HELP

STEP 4 - Select Your Report Criteria

When you have completed your selections click RUN REPORT to view, print or export your data.

CAMPAIGN(S)

SELECT ONE OR MORE

2000-06 DM  
2000-03 DM  
1999-12 DM  
1999-06 DM

PREVIOUS SELECTIONS

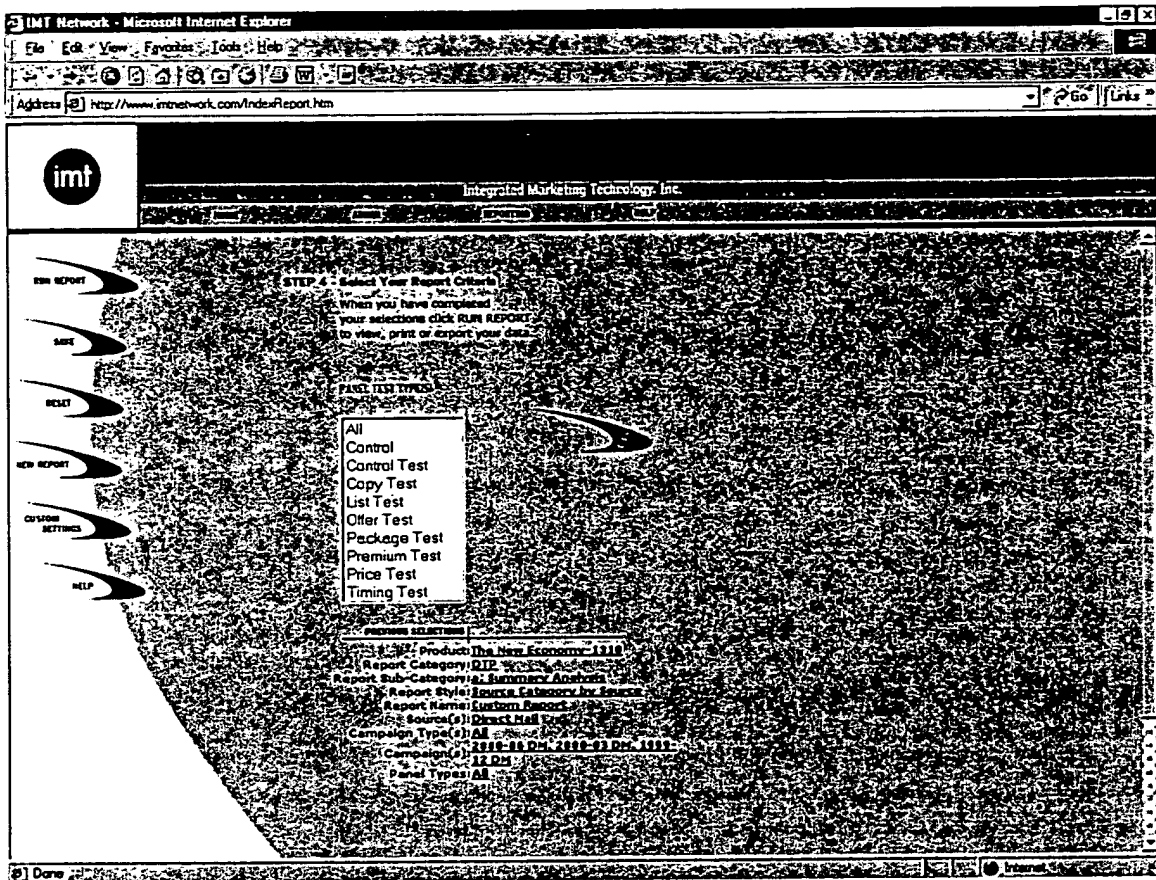
Product: The Next  
Report Category: DIP  
Report Sub-Category: Summary Analysis  
Report Style: Source Category by Source  
Report Name: Custom Report  
Print Source(s): Direct Mail  
Campaign Type(s): All

Done Internet



## reportf.asp

Description: This page provides a user the ability to pass panel test type selections to a report. A panel test type is a grouping in IMT's proprietary database hierarchy.



## reportg.asp

Description: This page provides a user the ability to pass panel selections to a report. A panel is a grouping in IMT's proprietary database hierarchy.

IMT Network - Microsoft Internet Explorer

File Edit View Favorites Tools Help

Address http://www.imt-network.com/indexReport.htm

imt Integrated Marketing Technology, Inc.

NEW REPORT  
SAVE  
RESET  
NEW REPORT  
CUSTOM SETTINGS  
HELP

STEP 4 - Select Your Report Criteria

When you have completed your selections click **RUN REPORT** to view, print or export your data.

PANEL NAME(S)

All
01. Continuations - 12/912
01. Continuations - 26/912
02. Retests - 12/912
02. Retests - 26/912
03. List Refinements - 26/912
03. List Tests - 12/912
03. List Tests - 26/912
04. House Files - 12/912
04. House Files - 26/912

PREVIOUS SELECTIONS

Product: The New Economy - 1212  
Report Category: DIP  
Report Sub-Category: Summary Analysis  
Report Style: Source Category by Source  
Report Name: Custom Report  
Source(s): Direct Mail  
Campaign Type(s): All  
Campaign(s): 1212-91 DM, 2612-91 DM, 1212-12 DM  
Panel Type(s): All  
Panel Test Type(s): All

Done Internet

### saverpt.asp

Description: This page provides a user the ability to save a set of report selections by adding a record to the report\_defs table. The report\_defs table stores information about division, group, product, report group, report, report name, report location and report selections.

IMT Network - Microsoft Internet Explorer

File Edit View Favorites Tools Help

Address <http://www.imtnetwork.com/indexReport.htm> Go Links

**imt** Integrated Marketing Technology, Inc.

**TO SAVE Custom Report**

**SELECT A REPORT GROUP**

SELECT ONE

**CREATE A NEW REPORT GROUP**

Enter new group name here

**PREVIOUS SELECTIONS**

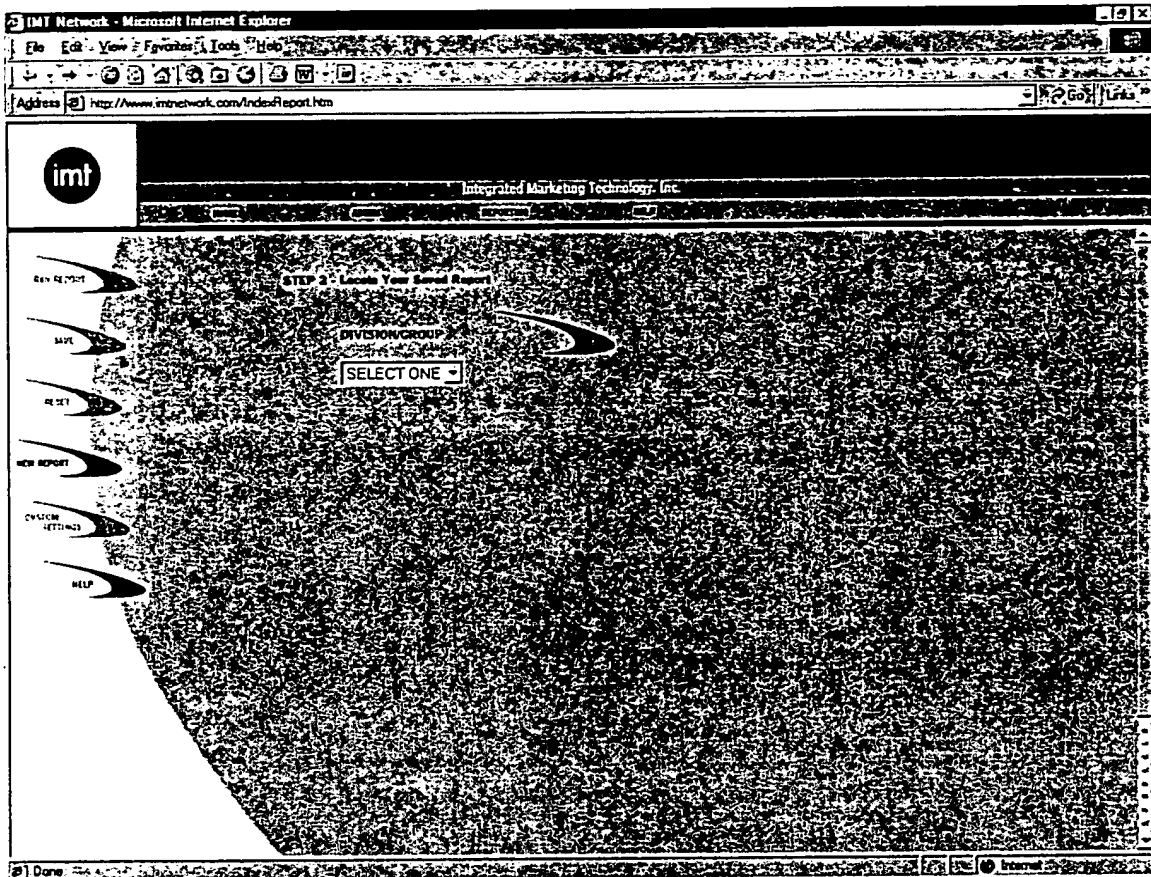
Division/Group: Magazine/Business  
Product: The New Economy  
Report Category: DTP

Done



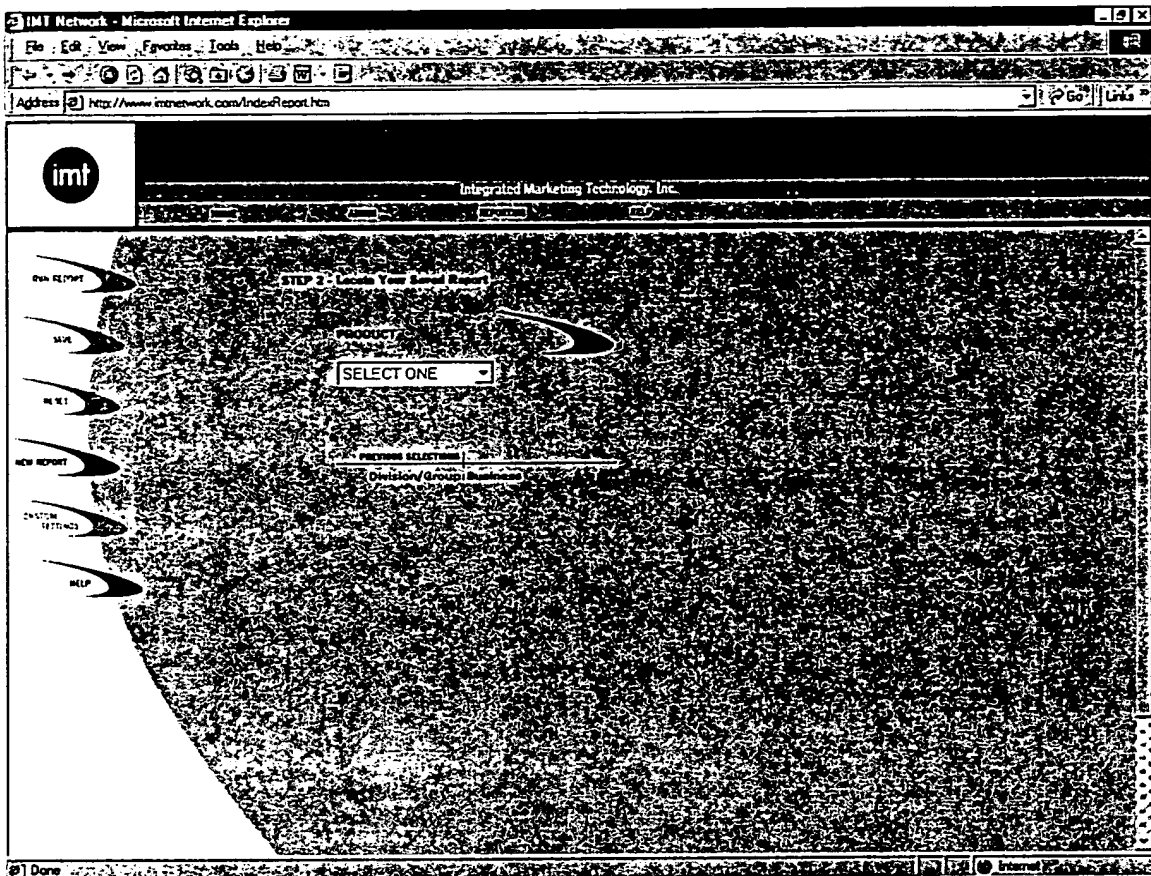
### choosesaved.asp

Description: This page provides a user the ability to locate a saved report from the `report_defs` table by filtering selections by division and group. Both division and group are groupings in IMT's proprietary database hierarchy



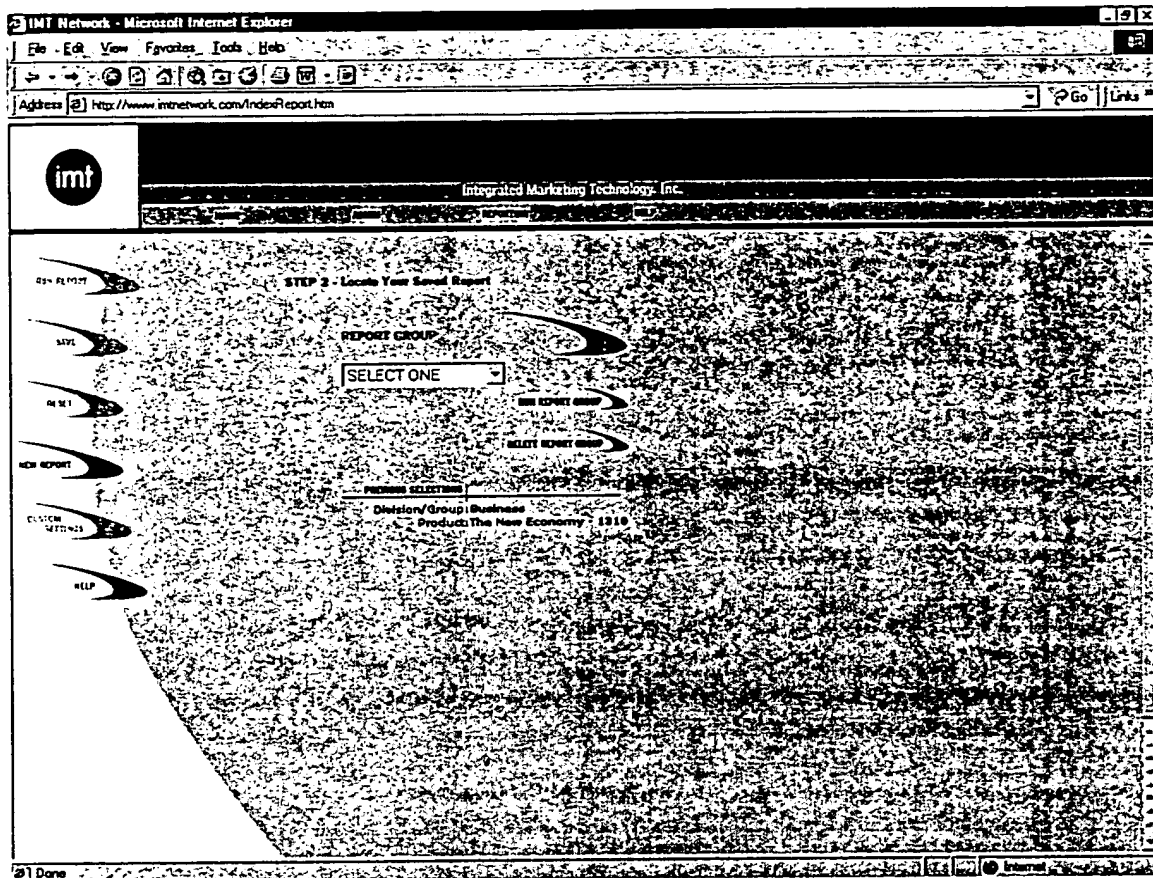
### choosesavedb.asp

Description: This page provides a user the ability to locate a saved report from the `report_defs` table by filtering selections by **product**. A **product** is a grouping in IMT's proprietary database hierarchy



### choosesavedc.asp

Description: This page provides a user the ability to locate a saved report from the report\_defs table by filtering selections by report group. A report group is a grouping of saved reports.



### choosesavedd.asp

Description: This page provides a user the ability to locate and execute a saved report from the report\_defs table by filtering selections by report name. A report name is the unique identifier of a record in the report\_defs table.

